A Gralla Publication

NOVEMBER 1981

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

The Library
NEW YORK SCHOOL OF INTERIOR DESIGN
155 East 56th Street, New York City 10022

BEST OF COMPETITION: FIXTURES SIT-STAND

Institute of Business Designers
IBD
and Contract Magazine
Product Design Award



IBD/CONTRACT product design winners named

- Architect sells CAD hardware and software
- Design revolution at NYC British trade HQ
- Latest office products, arts & graphics offerings

EXECUTIVE BUYER EDITION

BONUS CIRCULATION:
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FACILITY PLANNING EXECUTIVES

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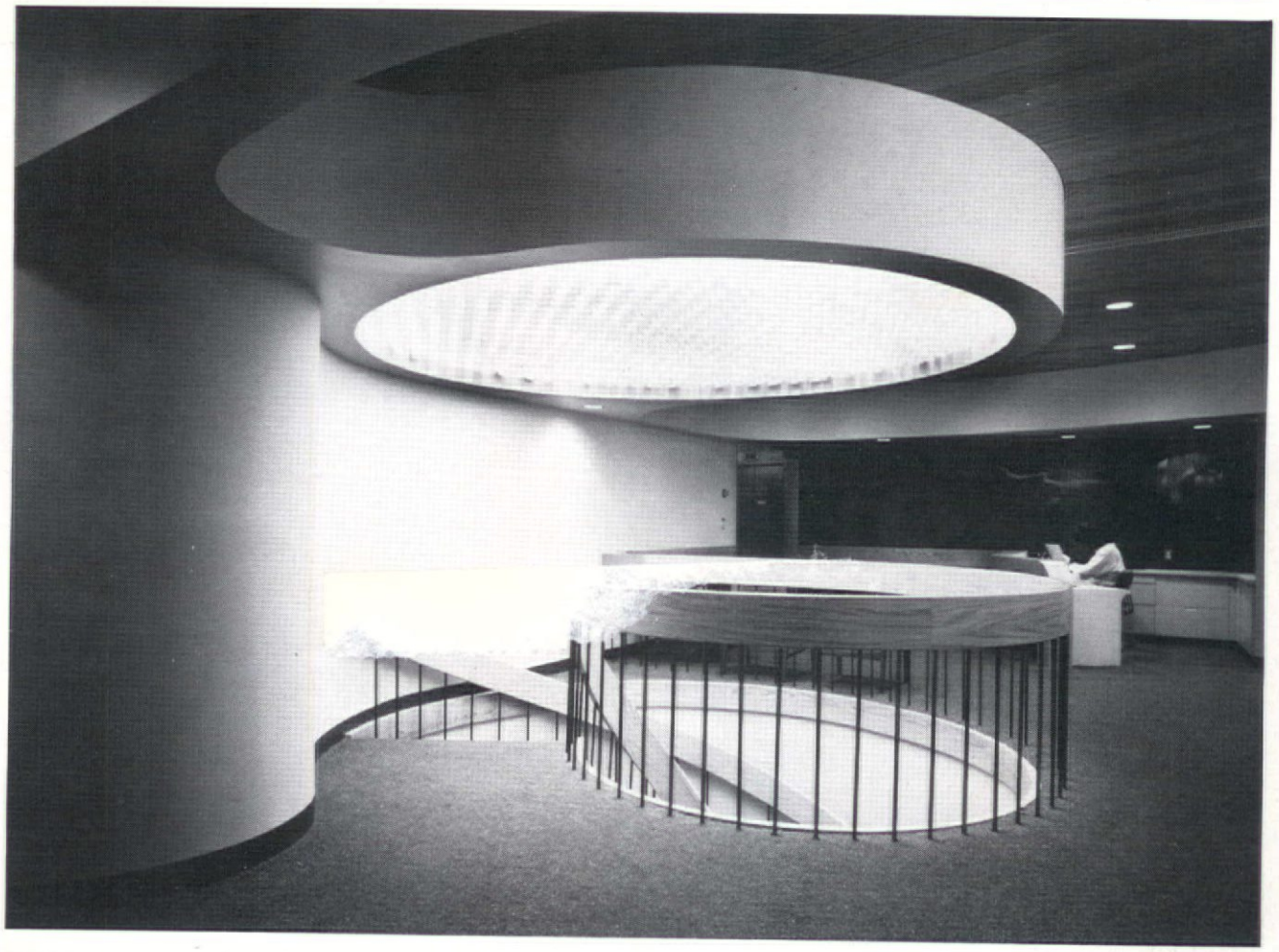
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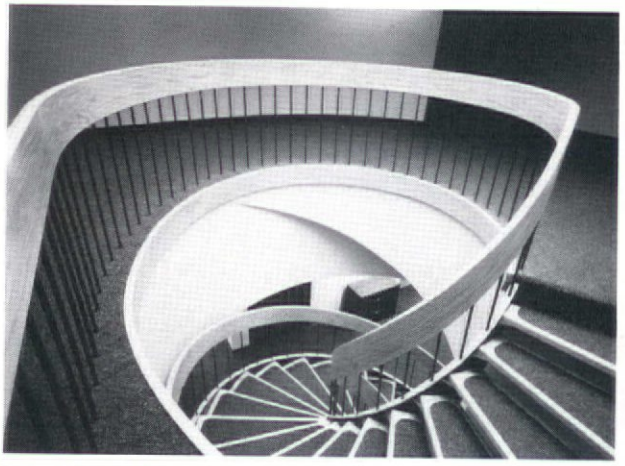
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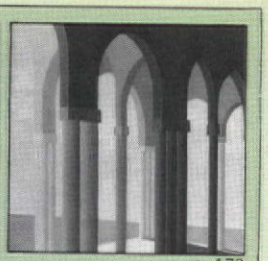
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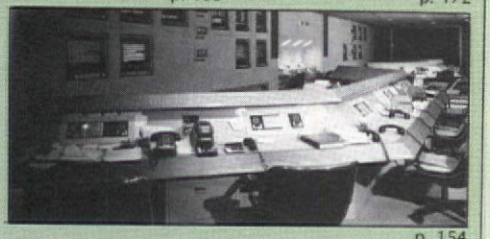
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Project: Interior Planting, Park Avenue Plaza

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Contract

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December: Stores & shopping centers are featured in this Executive Buyer Edition, together with a review of store fixtures and display systems. Plus signage report, resilient and hard surface flooring, and site furniture in review. Mini-directory of furniture & furnishings marts.

January: Update 1982—the industry's most comprehensive directory and buyer's guide for contract furniture, furnishings, and services — including up-to-the-minute listings of those products, manufacturers, showrooms, associations, marts, and permanent trade exhibits, all with addresses and telephone numbers. Plus, mutation of the design firm — case history examples of how the design firm of the 1960s has developed into a new breed of multi-service profit centers dealing in a range of disciplines from CAD hardware and software to real estate.

Advertising Representatives

New York:
Frank A. Rizzo, Co-Publisher,
Gary S. Puro, Advertising Manager,
William Dahdah, Eastern Manager,
Peggy Hynes
Marie Kowalchuk, Midwest Representative
Gralla Publications
1515 Broadway 24th Floor,
New York, N.Y. 10036.
Phone: (212) 869-1300.

Chicago:
Janet L. Ryan, Midwest Manager, Gralla Publications,
3525 W. Peterson Ave., Chicago, Ill. 60659.
Phone: (312) 463-1102.

West Coast:
Neil Silverstein, Western Manager, Gralla Publications,
16200 Ventura Blvd.,
Encino, Calif. 91436. Phone: (213) 788-0271.

Overseas:
Gianni Ratto
Comunicazione e Promozione Internazionale
Via Filippo Turati 40, 20121 Milano, Italy
Phone: 02/65 98 274-66 67 56.

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Chances are, you look very closely at carpet fiber, texture, and face in your search for a carpet that will look good and wear well for a long time.

The fact is, however, that even the best carpet available won't hold up very long if the carpet backing doesn't. And, many backings don't.

Fortunately, there is a unique alternative. VORACEL* urethane unitary carpet backing. From Dow Chemical U.S.A.

VORACEL backing is unlike other types of carpet backing. It is applied directly to the primary backing during the manufacturing process. So the urethane thoroughly penetrates the yarn tufts and locks them in, to form a totally integrated carpet.

The result is a dramatically longer wearing carpet.

For example, carpet with VORACEL backing and other backings were subjected to tests simulating grueling office traffic and wear. When all the other samples had either delaminated or shown signs of wear, the carpet with VORACEL backing was tested 30% longer — and still showed no measurable signs of wear.

The reason is the strength of urethane tuft lock. That's why fibers won't pull out. Edges won't ravel. Seams and repairs are virtually invisible.

Wet cleaning won't accelerate delamination nor resoiling. And, moisture, mildew, and mold won't penetrate the VORACEL backing the way they do backings made with water-based latex compounds.

All of these benefits contribute to exceptional wearability. That's one reason why thousands of yards of carpet with VORACEL backing have been installed in offices, airports, schools and lodging facilities — even in sports arenas.

Look at the facts behind VORACEL backing, you'll see the proof for yourself.

Write for our free brochure: Dow Chemical U.S.A., Organic Chemicals Department, 9008 Building, Midland, Michigan 48640. Or call toll-free: (800)248-9160. In Michigan: (517)636-6251.

Or, contact one of the mills offering carpet with VORACEL backing:

Berven of California (209)268-0771
Galaxy Carpet Mills (312)593-0555
Shaw Industries (404) 278-3812
Trend Carpets (404)291-5000
Wunda Weve Carpets (803)298-9116

VORACEL carpet backing. Without it, even the best fiber may not be enough.

VORACEL

Brand Urethane Unitary Carpet Backing



The urethane VORACEL backing penetrates the yarn tufts and locks them in. That produces a totally integrated carpet with high tuft lock and exceptional wearability.

Take time to look at the carpet backing, too.

DOW

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ANTRON® XL nylon is the most significant fiber development for contract carpeting since Antron® III. Here is a high-performance BCF fiber that will outperform any other contract carpet fiber. Its amazing soil resistance and strength mean commercial carpeting of Antron® XL will retain its good looks longer with a lot less maintenance.

How does Antron® XL work? It's basically very simple. Antron® XL nylon filaments are bigger than conventional nylon filaments. Therefore, fewer are needed. (See illustrations). This means that in every square yard of carpet, depending on construction, there is 25-30% less surface area to soil. And the less soiling there is, the less-frequent cleaning.

What's more, a larger filament is a more resilient filament. Pile texture retention is greater, so there's less crushing. Even in the most highly trafficked area, Antron® XL makes it possible to install carpeting that will retain its good looks for a long time to come.

You've come to rely on the great performance of Antron® III (with long-term appearance retention and built-in static control). With Antron® XL nylon BCF, you can expect even more– significantly improved soil resistance and pile retention versus all other carpet fibers. That's the latest Antron® Advantage.

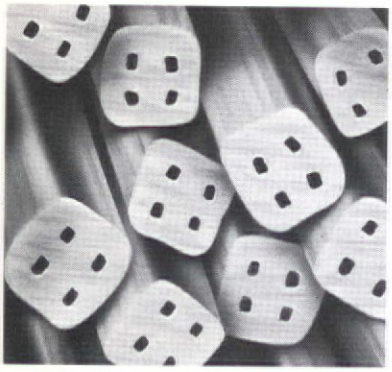
See and hear the Antron® XL story for yourself at Neocon XIII– the Du Pont showroom 1097, (10th floor) and leading manufacturers' showrooms.

MAN MADE FIBERS LIFE MADE BETTER

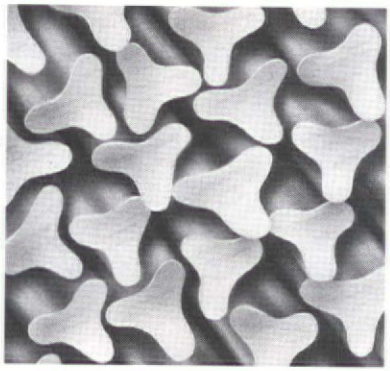
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ANTRON® XL.

LARGER FILAMENTS PROVIDE MORE SOIL RESISTANCE AND RESILIENCE.



300X. New Antron® XL, 34 DPF (BCF). Total Surface Area: 19,500 cm^2/oz. of face fiber.



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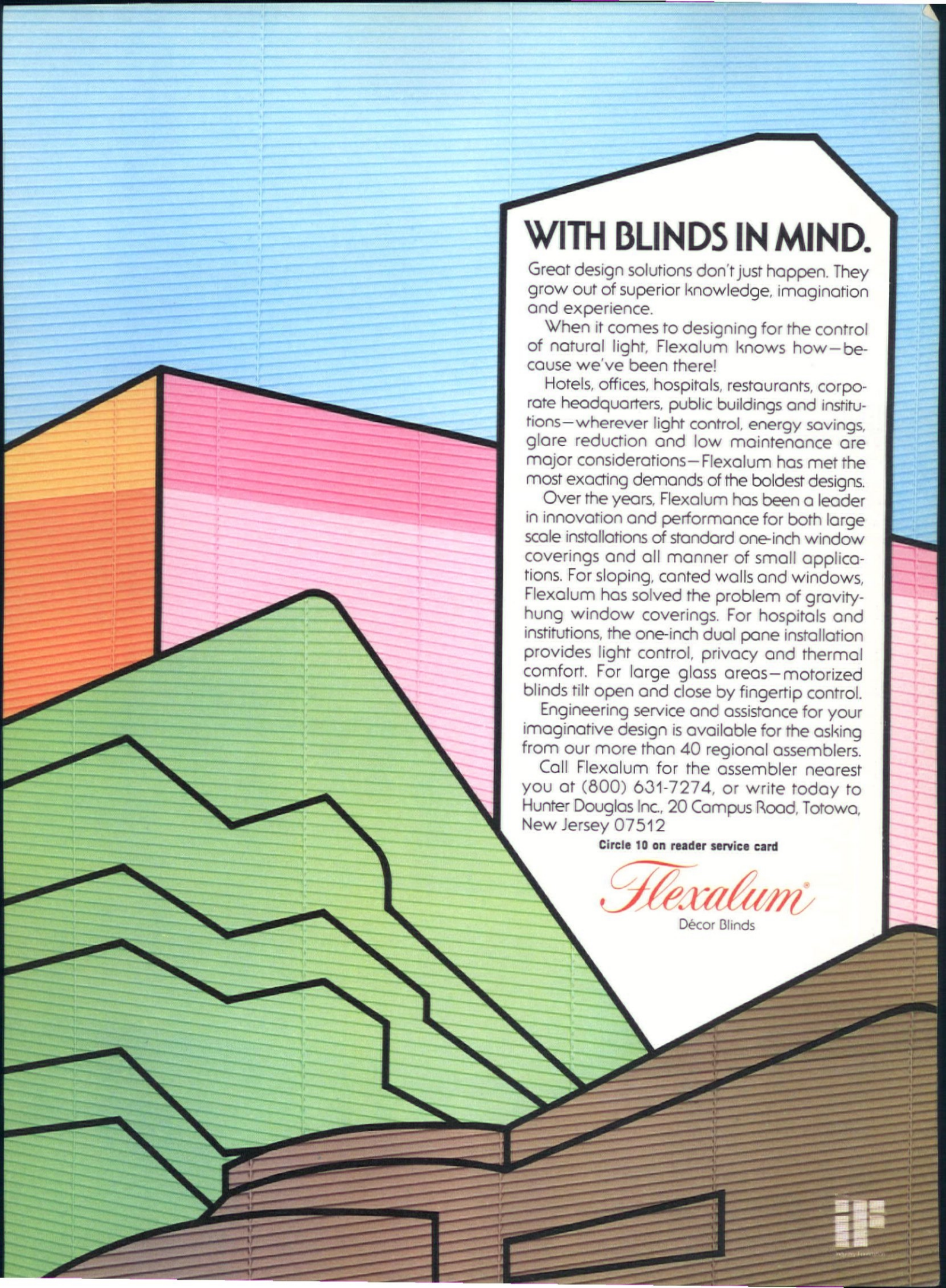




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design: T. Ammannati & G.P. Vitelli

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WITH BLINDS IN MIND.

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Embassy. A soft-edge group with a sculptured look and total continuity. The Embassy series is crafted from solid natural oak or walnut, combined with beautiful veneers. Available in fourteen hand-rubbed oil or lacquer finishes. Embassy accents include antique brass or chrome.



Regent. Executive seating with true sophistication and comfort. The sculptured styling of all four Regent chairs includes softly curved upholstery with carefully tailored French seams. The total look is enhanced with recessed welting and bases of oak, walnut, mirror-polished or brass-finished metal.

Élan. Contemporary, mobile and versatile guest/conference chairs. Élan features a clean, graceful design in three models. The look includes fine, hairline tailoring in leather, fabric or vinyl upholstery. Sled-base frames in oak or walnut provide beauty and durability with finger-lock joinery.

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Inc.

Executive wood furniture. Domore seating and serieSeven™ office systems are products of IKD Corporation.

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Introducing the first lay-in, hideaway electrical system at desk height



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At desk height where it's most convenient, every Genesis desk and panel has a lay-in electrical system. A concealed channel puts outlets where they're most convenient and hides away ugly wires and cables. Wiring an office system becomes a designer's dream. And working within a system environment becomes more efficient and neater than ever.

Genesis comes as a free standing electrical desk system, an electrical panel system, or a combination of both. Genesis desks bring power to the work surface without using expensive partitions. And the Genesis panel brings its desk height cables to multiple work stations away from the power source.

The design requirements of today's office are complex. Today's state of the art system must do more than just provide comfortable privacy for executives and management. They must have areas designed for data storage, desk top computers, and whole communications operations. Genesis was designed to do it all.

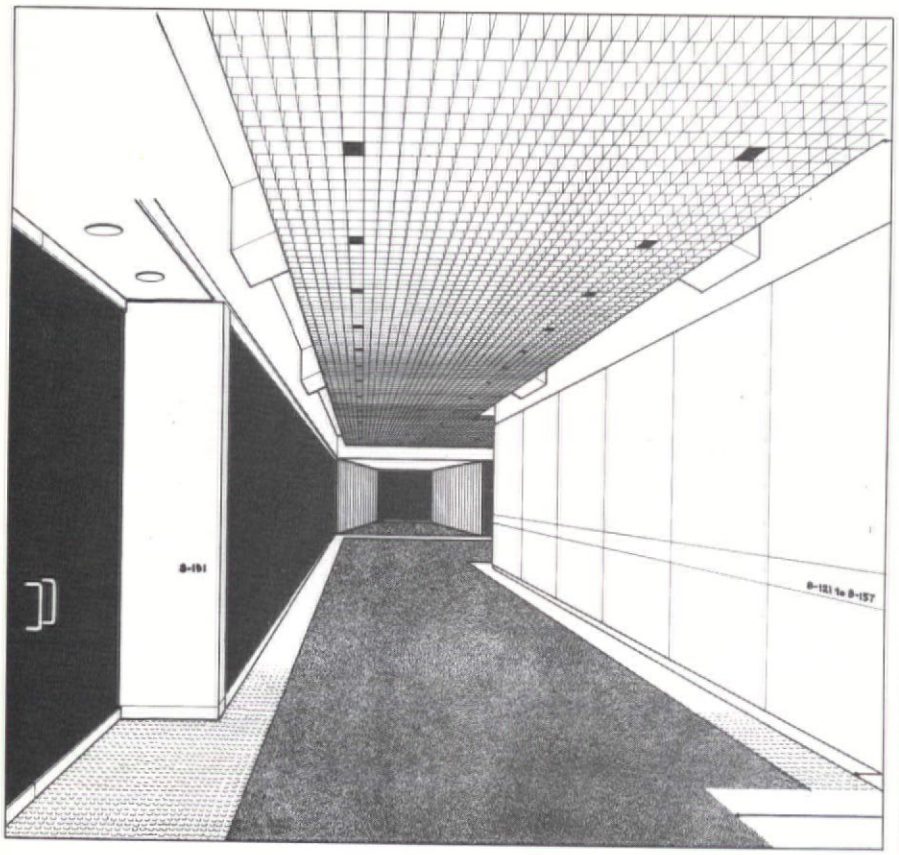
Make it easier on yourself by learning about the full capabilities of a Genesis system. And make it easier on your client by introducing him to a system that hides away the clutter while it puts his electrical source right at his desk.

For more information about Genesis, call or write today.

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Merchandise Mart design contract on eighth floor awarded to Interiors Incorporated of Chicago



Chicago—Interiors Incorporated has been commissioned to redesign the eighth floor corridors, lobbies, and public spaces of the Chicago Merchandise Mart. Floor eight will be devoted to showrooms specializing in commercial and business interior products.

The Chicago design firm's proposal features low level lighting and deep-toned fabric covered walls and carpeting. Primary light sources will be low density fluorescent lamps placed in individual cells of the ceiling grill. Non-display walls will be covered in fabric-wrapped panels. Interiors Inc. will be responsible for over 2,300 linear feet of corridor space on each floor.

The project will be operating in time for NECON XIV this June.

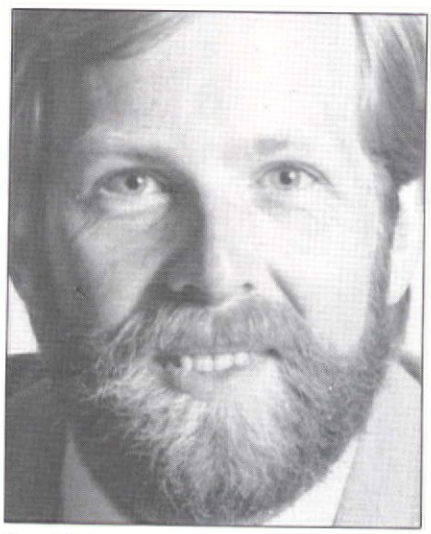
Preliminary line drawing (left) for Merchandise Mart redesign project.

David·Cooke elected IBD president

New York—David F. Cooke, FIBD, has been elected president of the Institute of Business Designers. The appointment follows two years of service as vice president of finance and administration for the institute.

Cooke has chaired various IBD committees. He has overseen the administrative operations of the national office and its recent expansion. Past president of IBD's Ohio Regional Chapter, Cooke is also a member of the College of Fellows, and editor of IBD's quarterly publication, "Digest."

Cooke is vice president of Design Collective, Columbus, Ohio.



David F. Cooke, FIBD

First Lighting World Intl. sets seminar program

New York—Lighting World International announced the bulk of its seminar program for the first advanced illumination conference and exhibition, December 7-9, at the Sheraton Centre in New York.

Topics to be discussed include "The Affective Value of Lighting;" "Lighting Design for the '80s;" "Lighting, Energy, and Energy Codes;" and "Lighting and Wiring for the Open Office Plan."

The nation's leading manufacturers will display the latest in lighting fixtures, controls, lamps, and accessories.

Lighting World is co-sponsored by the International Association of Lighting Designers (IALD), the Northeast Region of the Illuminating Engineering Society (IES), and the New York Section of IES. Contact Robert A. Weissman, Exhibit Manager, National Expositions Co. Inc., 212/391-9111.

Compaxx™ clears the desks

We asked executives and office workers what they wanted most in desk accessories. They said (1) organization, (2) easy access, (3) space savings and (4) eye appeal.

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We asked. Then we created Compaxx.™

Calendar, memo pad, pencil cup, tape dispenser, magnetic paper clip dispenser, utility scoop in one compact, superbly conceived organizer. Plus internal space for irksome odds 'n ends. Optional ashtray or card file fits right in.

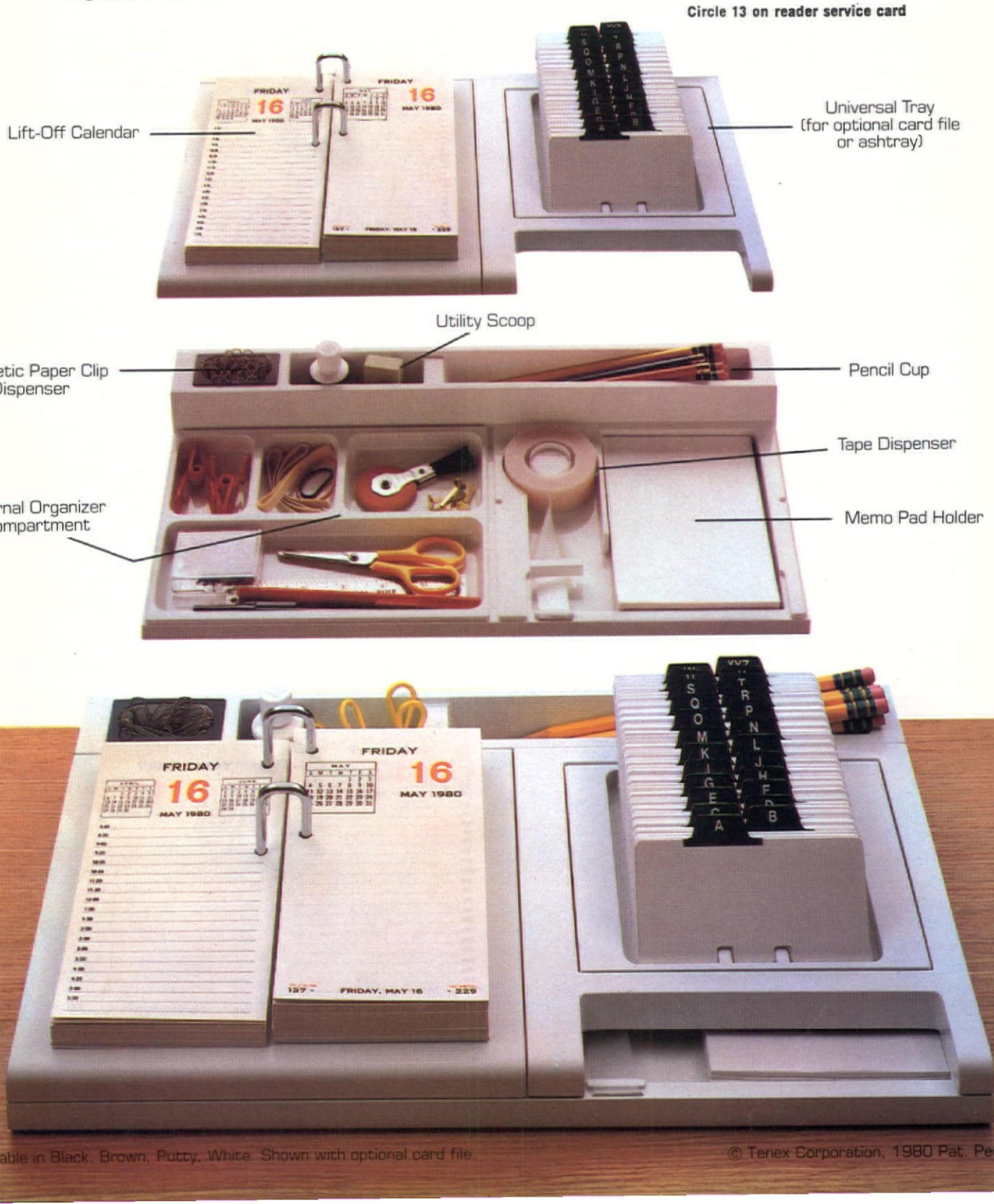
The look is timeless. Functional. In "right" colors to blend with any office environment.

Compaxx is a specification your clients will appreciate.

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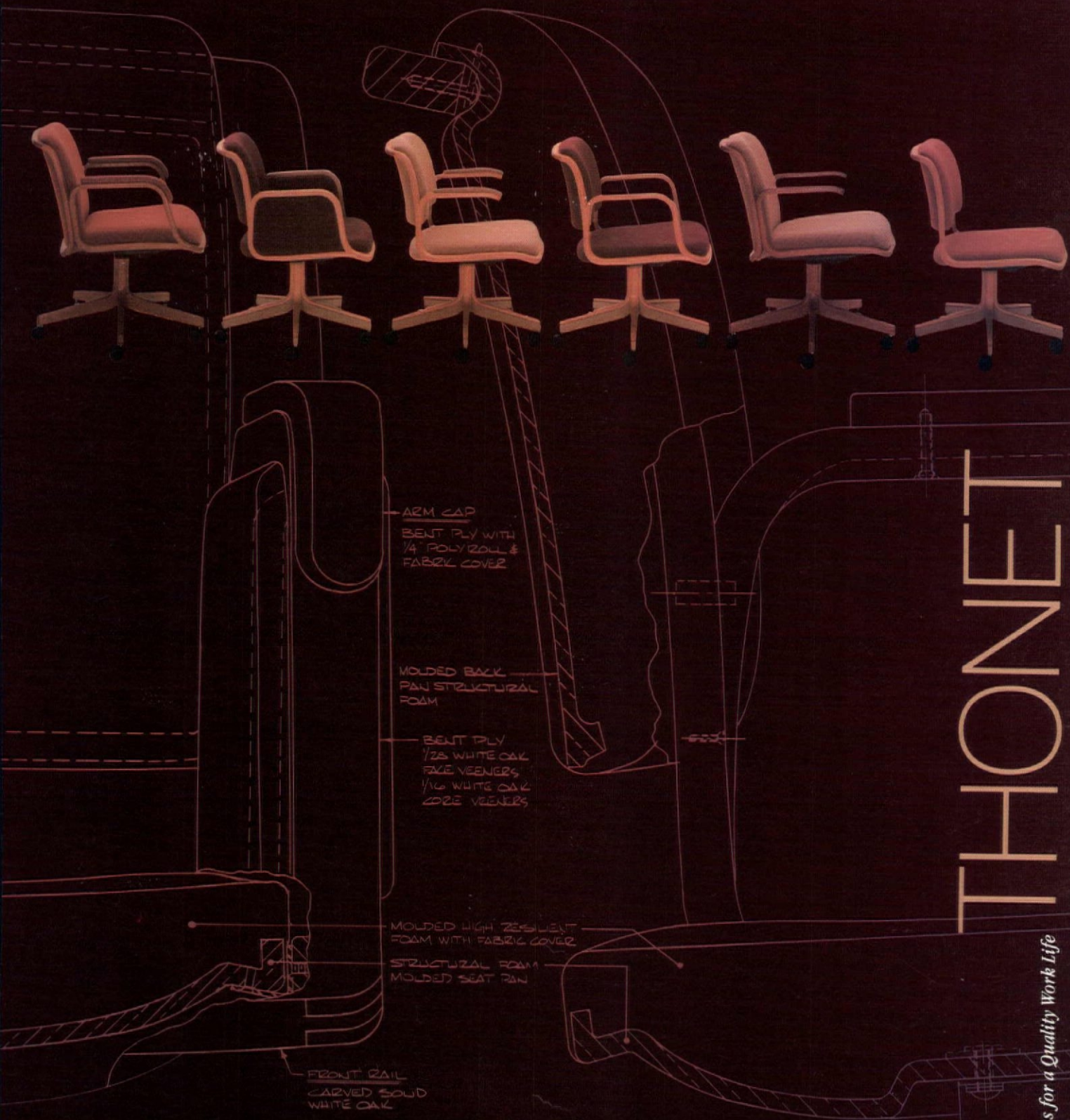
Available in Black, Brown, Putty, White. Shown with optional card file.

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A Coordinated System of Management and Support Personnel Seating

MGT™

Designer Don Petitt has combined the simplicity of function with the elegance of form to create the MGT™ System of swivel seating for Thonet. Exposed oak veneer molded plywood frames enhanced by smartly upholstered components give these chairs instant appeal to management level personnel. The handsome five point base offered in an all wood or a ply/cast aluminum version supports the varied range of styles and sizes for this grouping. A mere flick of the wrist changes the seat height of an unweighted unit. Easy to operate, comfortable swivel seating now places Thonet behind the desk as well as in front of it.



THONET

Designs for a Quality Work Life

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Patents Pending

In a forest of wood blinds, Nanik stands alone.



When the first one-inch blind came out of the woods, it was Nanik. Naturally.

And since that time, the Nanik Woods have reflected a warmth and beauty unduplicated by any other. Truly, Nanik is fine wood window furniture.

But the beauty of Nanik goes beyond good looks.

Because everything from Nanik's rigid, extruded aluminum headrail to our tilter and cord lock are designed specifically to accommodate wood. That's why we confidently offer you a 5-year parts warranty.

And each Nanik is custom-cut, stained and lacquered from select hardwood. That includes our standard wood valance and bottomrail.

Our attention to detail reaches Nanik's slat ends and rout holes, as well. We leave no wood unfinished.

Colors? Twenty-three, all standard. And if you don't find one that matches your needs precisely, we'll create one that does.

There may be a forest of blinds that call themselves wood. But the Nanik Woods stand alone.

For a full-color catalog, write Barbara Buehler, Sales Manager, Nanik, P.O. Box 1766, Wausau, WI 54401.

Nanik

apogee

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A Coordinated System of Communication Task Seating

CRT™

A look to the future prompted Robert Aronowitz and Bernard Katzanek of Robert Bernard Associates to design the CRT™ System for Thonet. Task swivel seating oriented toward the data processing employee combines dedicated design with refreshingly simple functions. The unique arm version of this group acts as a back that provides support on three sides but does not restrict the movement of the sitter. The elimination of exposed metal makes the chairs completely safe to use near computer equipment while the comprehensive selection provided by this group fits each worker's needs – from programmer to keypuncher.



THONET

Designs for a Quality Work Life

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Patents Pending


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Privacy Panel™ System *provides differentiated privacy with four panel heights, including the first full-height panel, as part of a complete space and technology management system. One integrated system provides a multitude of configurations, even fully enclosed offices.*

New heather-tone colors and basket-weave textures are color matched to ***Privacy Panel System's*** *extensive line of furnishing components.*

Several new product offerings extend functional flexibility. They include nine free standing filing and storage units, a variety of electronic systems support surfaces and a pre-wired power base for distributing power and communications, as well as Hauserman's CAS seating product line, which is color matched and accent coordinated to complement the ***Privacy Panel System.***

To receive a copy of the new ***Privacy Panel System*** *brochure call, toll free, 800-321-8698. Or write to The E.F. Hauserman Company, Marketing Communications, 5711 Grant Avenue, Cleveland, Ohio 44105.*

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The huge new Hartsfield Atlanta terminal required a carpet tough enough to handle the traffic of 55 million passengers a year. And stay beautiful doing it. This carpet is Performance Certified by Badische for both aesthetics and wear.

Because it's made of Zeftron 500 nylon, which is solution dyed, this rugged, soil hiding carpet is engineered for years of heavy use. It has a luxurious wool-like patina—richer, softer than that created by other nylons. Zeftron 500 nylon yarn is also pre-colored, which permits more sophisticated carpet colorations and assures color uniformity for exact matching in large installations. Carpet colors won't fade, can't even be damaged by harsh chlorine-based cleaners.

The latest technology and design have been specified to make this world's largest airport also the world's best. Badische is proud that its carpet fiber is part of it. For a complete range of carpets made of Zeftron 500 nylon, write for our Contract Carpet Selection and Specifications Guide. Badische Corporation, Williamsburg, VA 23185.

Use our free Contract Carpet Consultants Service for help in all phases of specifying. Call (804) 887-6573 or the consultant in your area.

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Southwest Area	William Borges	(214) 352-2324
Midwest Area	Nancy Holton	(312) 527-0066
West Coast Area	Patricia Nasrallah	(213) 636-2101
Southeast Area	Julienne Hillyer	(404) 424-9100
Mid-Atlantic Area	Sharon Mohney	(804) 887-6441
Canada	Badische Canada, Ltd.	(613) 725-3685

Badische

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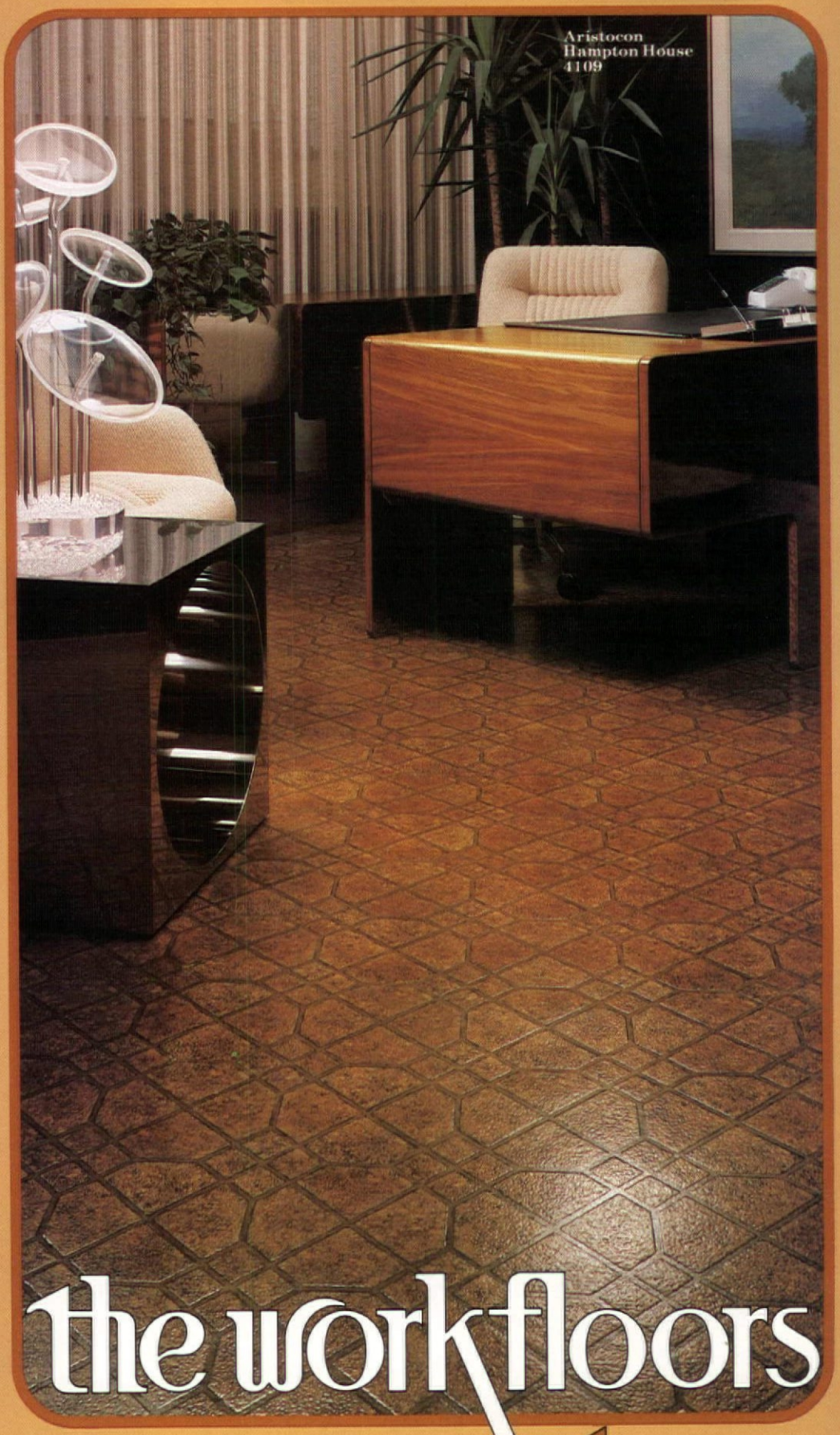
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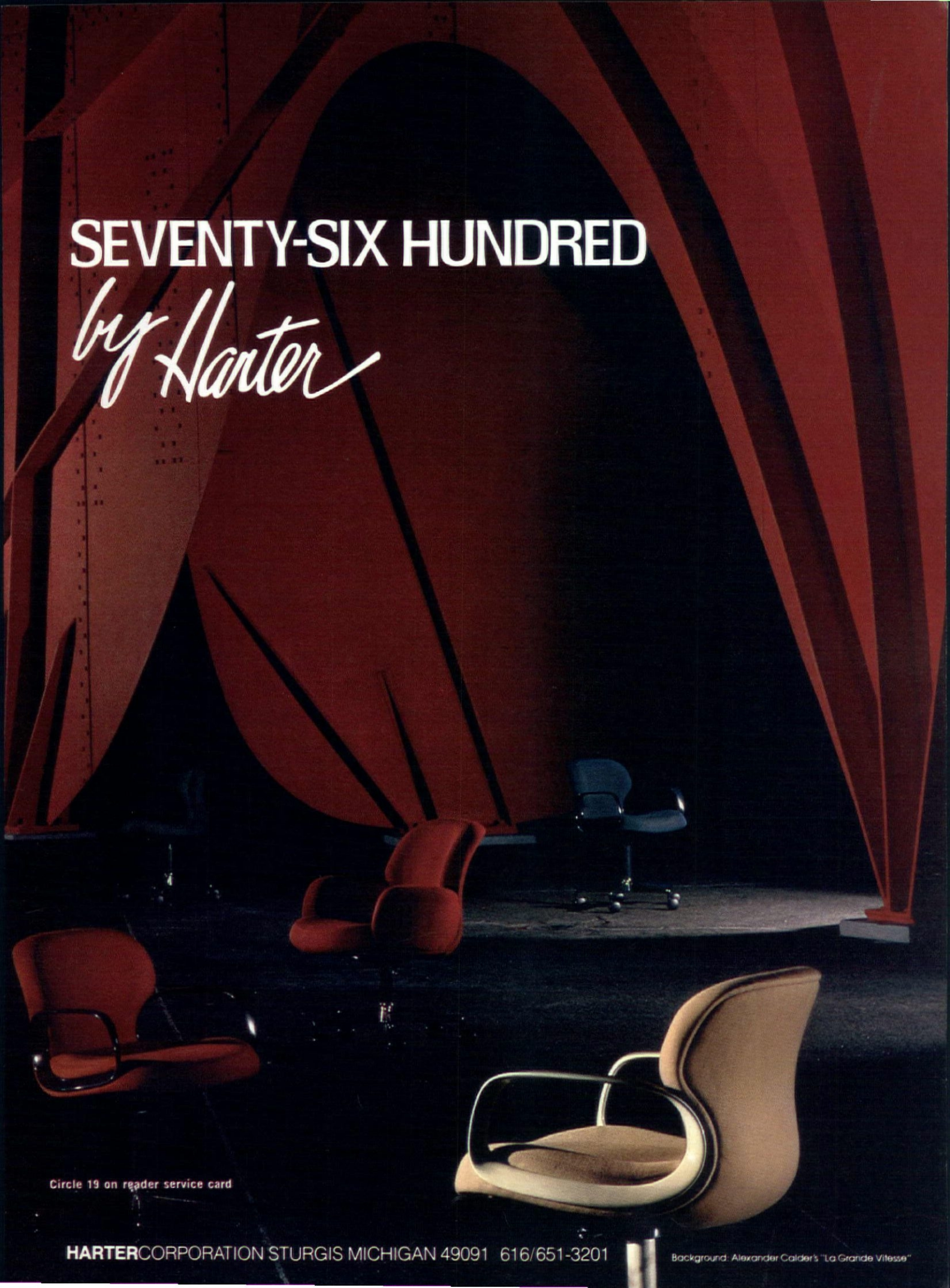
The Work Floors. Good looking. Long lasting. Economical. Harder working floors you won't find anywhere.

For more information on the Work Floors call your local Mannington distributor. Or write: Mannington Mills, Inc., P.O. Box 30, Salem, NJ 08079.

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Background: Alexander Calder's "La Grande Vitesse"

Designer's Saturday exceeds expectations, one showroom reports 8,000 visitors

New York—With 37 of 38 members participating, Designer's Saturday showrooms witnessed a record number of visitors over the two-day event. Herman Miller, one of the largest showrooms, reported 8,000 on Saturday alone.

Many showrooms were completely redesigned for the event, including a sensational design for Gunlocke done by Stanley Felderman.

Designer's Saturday brought so many design and specifications professionals to showrooms that hand-out material—mostly posters and carying bags—ran out by Saturday morning, according to showroom managers. John Breslin, vice president, marketing for Haworth, reports that 2,500 posters were given out so that 500 other visitors did not get posters.

Upwards of 4,000 joined the cocktail reception at the Metropolitan Museum of Art that night, adding about $40,000 to Museum coffers for expenses.

According to Bob Cadwallader, president of Sunar, concern on the part of the Designer's Saturday board that membership expansion would detract from showroom traffic was unwarranted. Says Cadwallader, "Sunar attracted 10 times as many students on Thursday as it had ever done before. Friday traffic was good. Saturday's traffic was extravagantly good."

Board reported pleased with results

A brunch held on Sunday, immediately following the event, brought all of the heads of participating companies together for an evaluation and assessment meeting at the Lotus Club. "Everyone seemed terrifically happy," reports Cadwallader. "I heard no complaints. Each showroom—from Shaw-Walker, which is way downtown—to showrooms located right in the center of traffic, reported excellent visitor flow."

Herman Miller's traffic tallies estimate that at least 500 students visited the showroom between 10 a.m. and 5 p.m. on Thursday. "We saw a very good student turnout," reports Sally O'Malley, an independent consultant to the firm. "The large turnout was surprising, as the event was not as highly promoted this year as it has been in the past."

However, this year is the first time that IBD National did not sponsor a seminar for students simultaneously and this may have resulted in more student participation.

O'Malley favors having students attend the showroom in a relaxed atmosphere on Thursday. "It allows us to give them more attention," she notes.

O'Malley states that 50 to 60 percent of all Friday traffic was from out of town. This offered contrast to Saturday traffic which was reported to consist mainly of visitors from the city and surrounding areas. Herman Miller estimates that out of 8,000 visitors to the showroom on Saturday, 70 percent were architects and designers, 10 to 20 percent were dealers, 8 to 10 percent were corporations, and the remaining percentage was made up of students or related arts professionals. "Also there was a good Canadian representation and at least 11 international companies attended," says O'Malley.

designed for laughter®

by Michael Saphier

FOR CONTRACT MAGAZINE



"Please check everything in very carefully when we get to our new offices. At the last move we lost four file drawers, a desk, and two vice-presidents."

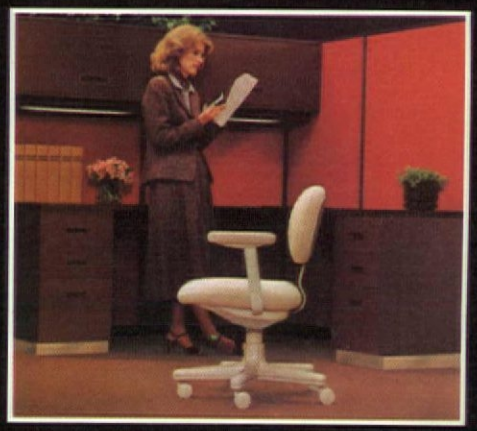
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600 Series offers a comprehensive line of executive and operator models, each possessing a level of comfort that invites comparison.

Let your own comfort requirements be the judge. Contact Wayne Wilkins to arrange a showroom demonstration near you. New color brochure upon request.



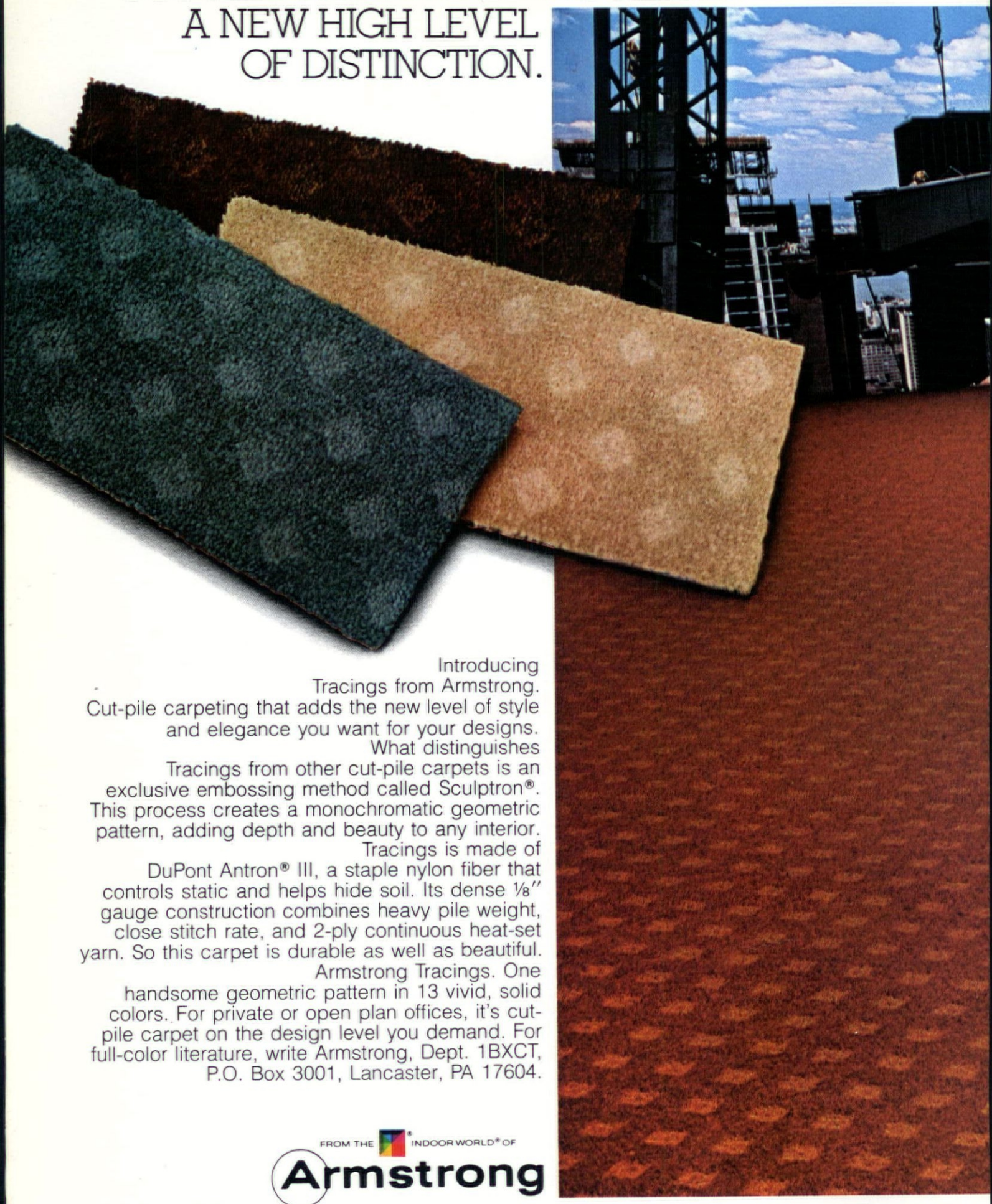
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Sunlight has a new carrier device that keeps your blinds perfectly aligned. If a vane accidentally is pushed out of alignment, all you do is close the blinds, then open them, and perfect alignment returns.

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EOC Executive Office Concepts
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Compton, California 90220

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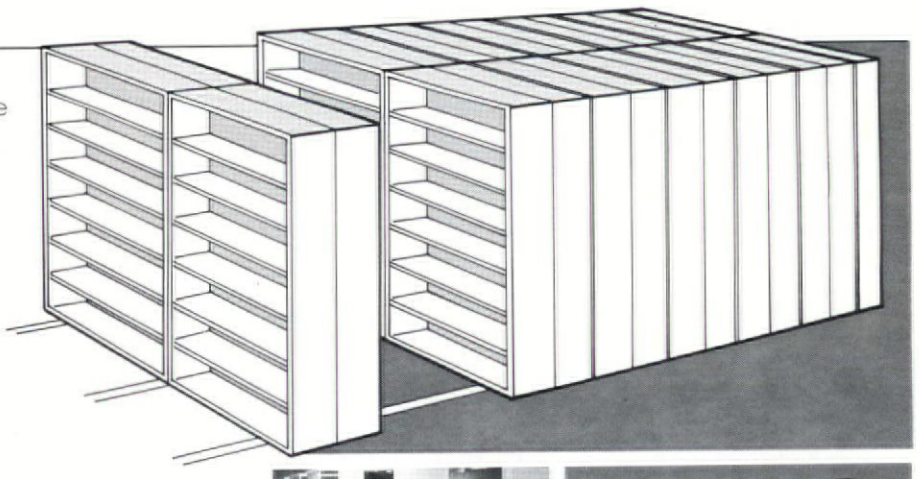




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to help us penetrate this fast growing market where the average sale has increased to over $15,000.

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We're looking for dealers who want to take advantage of what may be the best profit opportunity in the business today — the market for mobile and stationary filing systems that increase capacity up to 400% in the same floorspace.

With office space at an all-time premium, and no end in sight to the need for records storage, it's easy to see why the demand for high density systems is steadily increasing — and why so many dealers are on the lookout for quality lines to satisfy that demand.

But why Data-Case?

SELL DATA-CASE WITH TOTAL CONFIDENCE

The Data-Case line includes a complete range of components that equip you to satisfy virtually any filing application; library, medical, EDP, legal or standard in a wide choice of contemporary colors. All from a single source.

But, what about quality?

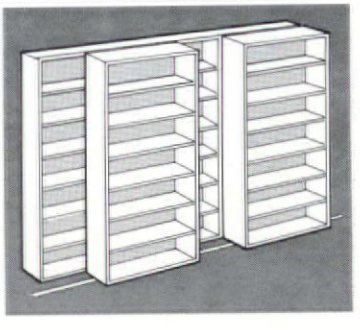
Data-Case components are completely fabricated from cold-rolled steel — no particle board or aluminum. Double-wall end panels far exceed industry load bearing requirements, rigid 18 gauge steel shelves support full loads easily without sagging, and the units are mounted on heavy duty 16 gauge bases. This sturdy construction means the kind of long-lasting trouble-free operation that minimizes after-sale service.

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The Data-Case line may be new to Angle Steel, but Angle Steel is definitely not new to the business. We've been manufacturing and marketing durable metal furniture for over 70 years. So we know from experience, just the kind of support you need from us to profit from handling our lines.

The Angle Steel program includes support with advertising and promotion, free room layout and planning services, assurance of quick delivery from factory stocks, and a pricing structure that demonstrates our interest in finding the right dealers.





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There's a lot more to learn about Data-Case and Angle Steel. We'd like to send you a free information kit with literature on the product line, specifications, pricing and terms, and more. Just circle our number on the reader service card or call us at (616) 685-6913 for a quick preview from our Data-Case representative.

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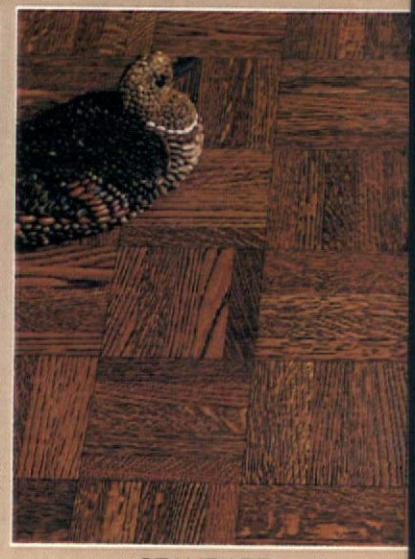

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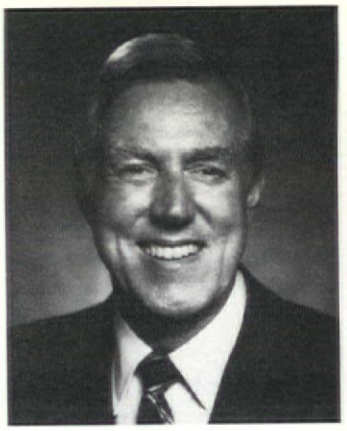


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"One of the satisfying aspects of being an interior designer is the challenge & fascination of creating spaces that not only satisfy the physical & spatial needs of the occupants of each project, but also embody a character & quality that transcends the sum of their component parts. I believe it is essential to provide these spaces with a beauty & individuality that inspires as well as sustains. Form, lighting, color, detail & decoration, if inventively & appropriately employed, are the ingredients of this magic. *This crystal lighting fixture by Christoph Palme is a focal point in our proposed redesign of Hallmark's Fifth Ave. store in New York City.*"

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Jack Lowery, FASID, is president of Jack Lowery & Assoc., Inc. N.Y.C. His design commissions range from aircraft interiors (including Airforce One) to corporate offices, restaurants, banks, stores & clubs.

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Revolution:
Wilkhahn FS by Vecta. A whole new standard of office seating. Unlike anything you've ever known before or experienced.

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Springs and fulcrums cleverly linked together—never before accomplished with office seating.

The result? Seating that senses, conforms and adjusts to every body movement—instantly.

Peter Frank, Industrial Design Magazine correspondent, used this chair for three weeks and then wrote: "FS . . . achieves that rare, harmonious blend of visual distinction and functionality that ought to be any designer's ideal target."

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The idea is color. Stronger, richer color. Anso IV has it. Because Anso IV—the first 4th generation nylon with **built-in soil and stain protection** for commercial use—**dyes deeper** and holds **more color** than any other fiber, to create carpets with crisper patterns and purer tones. Anso IV protection lasts, which means **reduced maintenance costs,** and extended carpet life. And Anso IV means carpet with **guaranteed lifetime static control,** and **guaranteed wear resistance** (see Anso IV label for full warranty terms). Anso IV, it's the superior commercial carpet fiber, engineered for beauty and performance. And, fresh ideas.

Anso® IV When your eye says beauty, and logic demands performance.



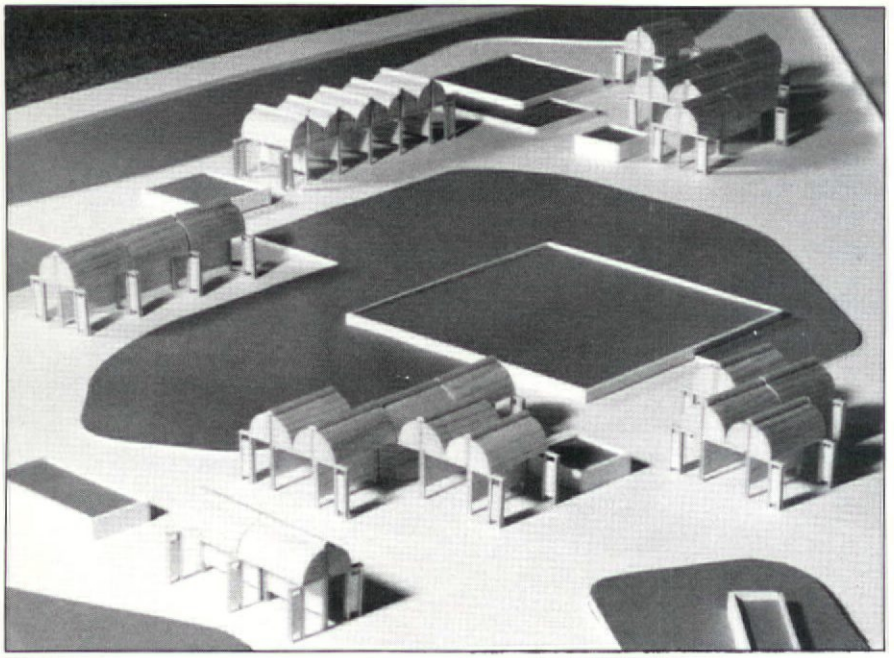


The carpet of Anso IV shown above has been steam cleaned 5x prior to testing.
1. Coffee spill beads up on carpet of Anso IV...the stain protection remains.
2. After resoiling—soil particles are literally suspended in carpet of Anso IV.
3. After vacuuming, it is thoroughly cleaned...the soil protection remains.

ALLIED Corporation

For further information, write to Allied Fibers and Plastics Company, Home Furnishings Advertising Department, 1411 Broadway, New York, N.Y. 10018

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***Atlanta**—Architect Michael Tych of Nichols, Carter, Seay, Grant Architects, Atlanta, was awarded $5,000 by the Three Rivers Arts Festival for his design of a portable display environment that exhibits two-dimensional artwork. Tych describes his design as a linear display with a vaulted canvas roof. Interior panels inside each "room" are backdrops for the artwork.*

New assignments: AT&T, PPG retain ISD for corporate HQs

ISD Inc, New York, has been retained by **American Telephone & Telegraph** and **PPG Industries** to plan and design their new corporate headquarters. In New York, **ISD** will design about 450,000 sq. ft. of office space and public areas in **AT&T's** new 37-story headquarters. In Pittsburgh, the firm will design 600,000 sq. ft. of interiors for **PPG**'s new 40-story offices. Both structures were designed by **Philip Johnson, Johnson/Burgee Architects** .... **Interior Design Development,** Newport Beach, Calif. will design interiors of **El Camino Bank,** Anaheim .... **Kenneth Parker Associates,** Philadelphia, has been awarded a national contract by **Alexander Grant Co.** to plan and design new offices for the financial management firm .... **Interspace,** Philadelphia, will design more than 300,000 sq. ft. of space leased by **Swiss Re Group U.S. Co.** in the Park Ave. Atrium. .... **Reel/Grobman & Associates,** San Francisco, has been retained by **Komatsu America Corp.,** Tokyo, for its new U.S. headquarters in Emeryville, Calif. .... **Ellen L. McCluskey Associates,** New York, will design new lobby lounge, bar, and dining room for **Peabody Hotel,** Memphis .... **Executive Interiors, Inc.,** Jenkintown, Pa., has been retained by **Berger Realty Corp.** to redesign lobby and public spaces of **2601 Parkway,** Philadelphia .... Windows on The World is adding a 600-seat ballroom that will expand by 12,000 sq. ft. the restaurant's private dining space. **Inhilco** has retained **John Graham** of **Graham-Solano,** Woburn, Mass., to designe the ballroom. .... **Symonds/Feola Partnership** will design two prototype stores for **bercrombie & Fintch.** The 7,000-sq.-ft. stores will be located in **South Coast Plaza** shopping center, Costa Mesa, Calif., and **The Fashion Show,** a new shopping center on the Las Vegas strip .... **Cityspace,** Boston, is completing 15,000 sq. ft. of new offices for **First Commodity Corp.** and is also designing, a museum of swimmers' memorabilia at **Blodgett Pool, Harvard University,** Cambridge, Mass. .... Recently, **Ambassador,** Norfolk, has been awarded turnkey restaurant and nightclub contract in Reykjavik, Iceland...**Russell Gibson von Dohlen,** Farmington, Conn., is doing space planning for **CityPlace,** Hartford, a 38-story tower owned by **Urban Investment & Development,** Chicago, and **Bronson & Hutensky,** Bloomfield, Conn...**Contract Interiors,** Detroit, will supply furnishings for **Ford Motor,** Southfield, Ill.

Contract furniture specifier opens Milan office

Milan, Italy—U.S. design firm, Haines, Lundberg Waehler, joined with Italian construction organization, FEAL, to form Architectural Design Consultants International (ADCI).

The new company, headquartered in Italy, offers complete design and management services in architecture, engineering, planning, and construction. Architect Robert Djerejian, managing partner of HLW, serves as ADCI president. Engineer Fabio Fratti of FEAL is managing director.

ADCI's initial projects include consultation for an IBM distribution center and support facilities in Milan and design of four Saudi Arabian hospitals.



HLW Architect Robert Djerejian (right), ADCI managing partner in charge of the Milan office, consults with his FEAL counterpart Engineer Fabio Fratti.

Resources Council announces 11th Roscoe

New York—The Resources Council will present its 11th annual Roscoe awards to interior furnishings manufacturers, distributors, and designers for creative achievements on December 7, 1981.

David B. Martin, Patterson, Flynn & Martin, President of the Council, announced the jury as follows: Stanley Barrons, Chairman, FIT; David Easton, President, Easton & Larocca; Sherman Emery, Editor, Interior Design Magazine; George O'Brien, Author; Christian Rohlfing, Asst. Director, Cooper-Hewitt Museum; Robert Stern, President, Robert Stern, Architect; and Massimo Vignelli, President, Vignelli Associates.

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Impressive ambiance in customized work space, with a totally integrated electrical system. Alma's AD open plan office system; complete freedom in design.

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Alma Desk Company, Box 2250, High Point, NC 27261, Showrooms: 919 Third Ave., New York; 1140 Merchandise Mart Plaza, Chicago; Southern Furniture Market Center, High Point; Suite 200, Six Piedmont Center, Atlanta; 633 World Trade Center, Dallas; Also in Houston, Kansas City, Seattle, Denver, San Francisco & Los Angeles.



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Kardex Kompakt Movable Shelf Filing Systems.

Kompakt movable shelf filing can help you recoup up to 80% of the space occupied by old fashioned filing cabinets. And even help you conserve 46% of the space you once specified for standard fixed metal shelves.

Unlike other movable shelf storage devices, the Kompakt system does not sacrifice accessibility. Only Kompakt offers multiple aisle accessibility. All files are active files, because a Kompakt system can be designed to provide simultaneous entry to two, three, or more aisles. You design interiors that save time, space, and money.

If crowded Manhattan converted to Kompakt, they'd soon be singing our praises at The Met and studying our stock on Wall Street. But they'll find out about us soon enough. Right now, we just want you.

Why not clip the coupon and mail it today for the complete—and Kompakt—story?

I'm curious, Kardex. Please send me your 12-page brochure which explains how I can benefit from Kompakt Movable Shelf Filing Systems.

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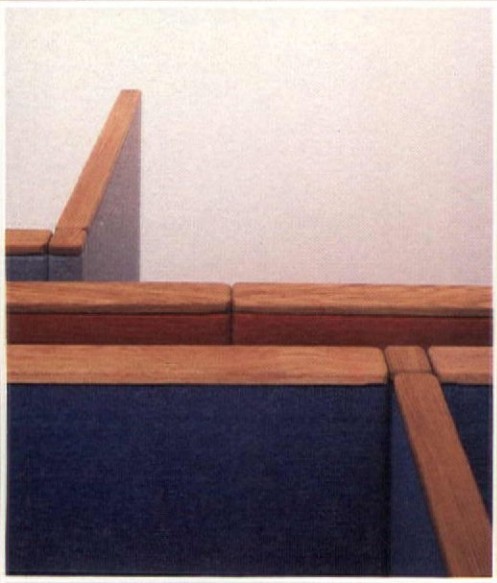
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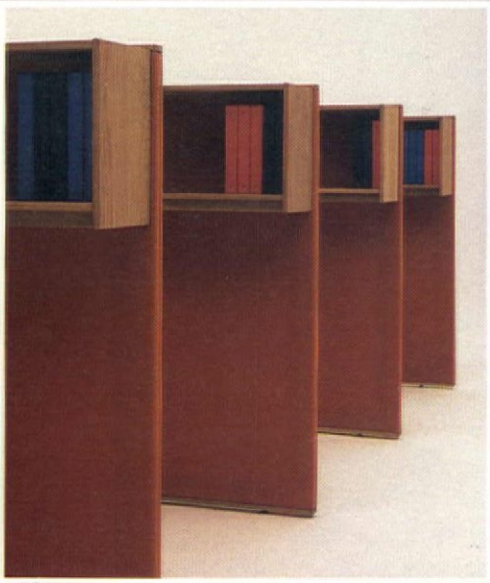
KOMPAKT™ by KARDEX®

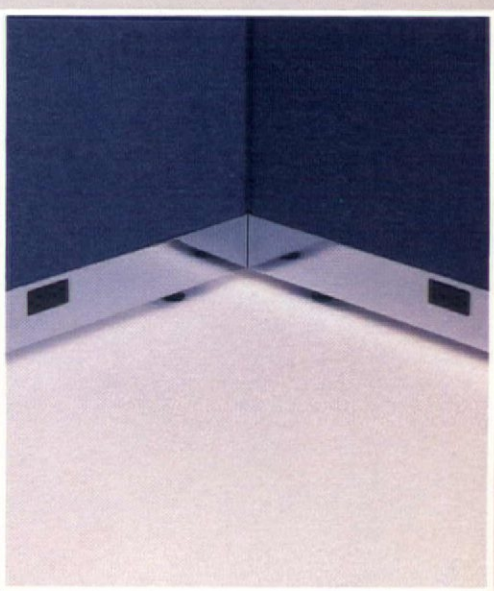
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ROSE

ROSE MANUFACTURING COMPANY

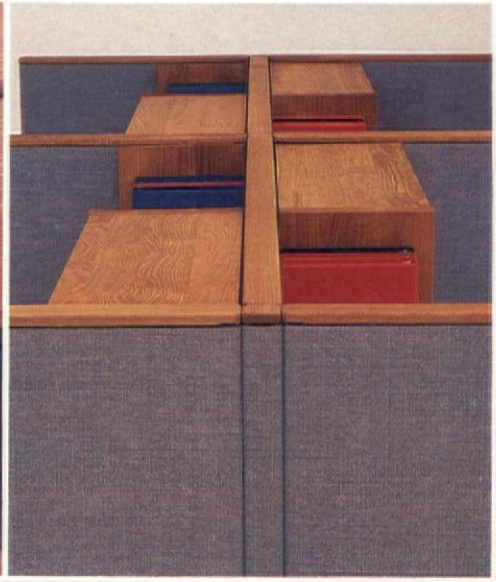




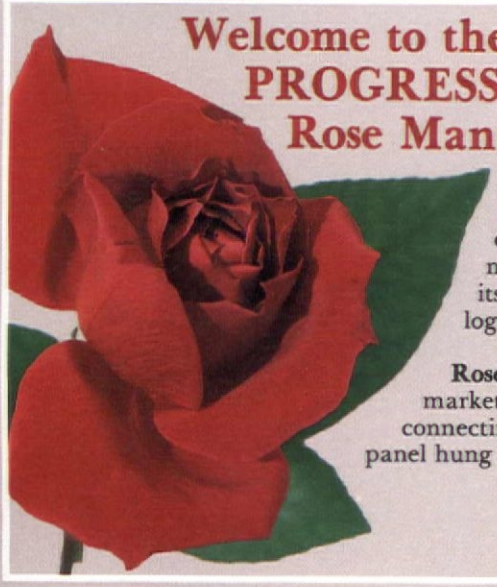








Welcome to the eighties: a new decade.
PROGRESSIONS®: a new system.
Rose Manufacturing Company: dedicated to the future.



Rose Manufacturing Company progresses into this new decade with renewed energy and a commitment to satisfying the needs of the office. This attitude manifests itself in every aspect; from our redesigned logo to our expanded and improved product.

Rose Manufacturing Company now offers the market a panel system with numerous interconnecting variations, electrical integrity and panel hung components — while still maintaining the capability of working successfully with conventional furniture. Being able to adapt to the changing requirements of the eighties will place **Rose Manufacturing Company** in the forefront of the open office and will extend to future product development, allowing **Rose Manufacturing Company** to maintain this direction in the decades to come.

ROSE MANUFACTURING COMPANY
1600 MARSHALL AVENUE, SOUTHEAST
GRAND RAPIDS, MICHIGAN 49507
TELEPHONE: 616-241-2451

PROGRESSIONS®

Circle 32 on reader service card



Ireland wears more than lovely green

navan

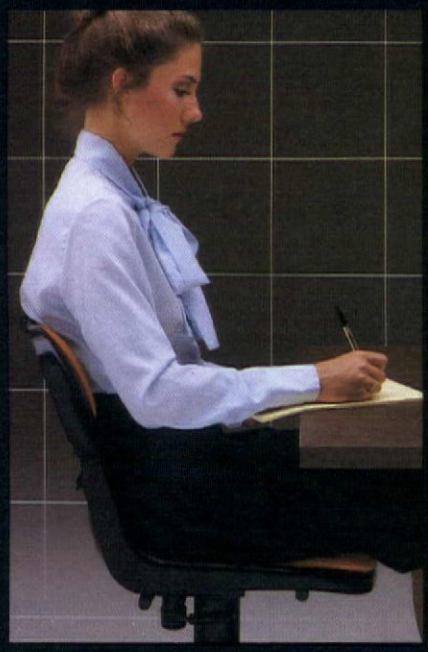
CARPETS

Circle 33 on reader service card

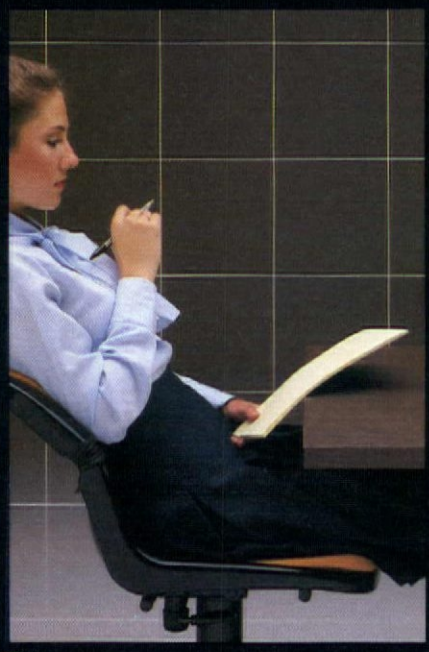
offers "Starlight"—an Aximinster in a large range of beautiful contemporary colors—
all stocked in the U.S.A. for immediate delivery.

"Starlight" is woven of 80% wool and 20% nylon in Ireland. A superb choice for contract and institutional interiors.
Write for further information about Navan's Custom Program offering any design and color woven to your specification.

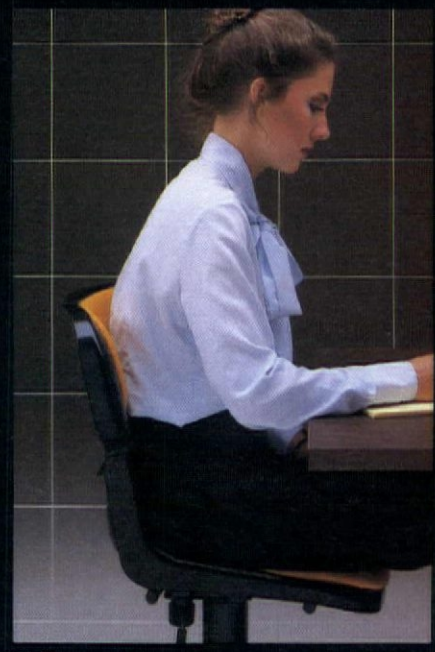
Navan Carpets, Inc., 919 Third Avenue, New York, NY 10022. Telephone (212) 752-9117



Upright



Relax



Tilt Forward

dorsal™

Dynamic seating support...automatic response

New economical articulating seating brings healthful back support to the work area

Designers Ambasz and Piretti, and Krueger, the team that brought the first seating breakthrough in a decade, the Vertebra® seating system, now incorporate similar ergonomic principles into a new economical line... Dorsal™ seating.

Dorsal chairs respond providing supportive comfort *automatically*... in **upright** and **relax** positions with stack chairs, plus a ***tilt-forward*** position for operational models. Despite varying anatomies, this unrestrictive movement enables the user to find the ideal posture automatically... without need to manipulate or adjust controls. Results...greater comfort and productivity.

Economically priced Dorsal seating is available in handsome oval tubular frame stack chairs, operational models and tandem seating...all in armless and armchair versions. Contact Krueger for more information.



Designed and developed by
Emilio Ambasz and Giancarlo Piretti for

OPEN AfK®

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krueger

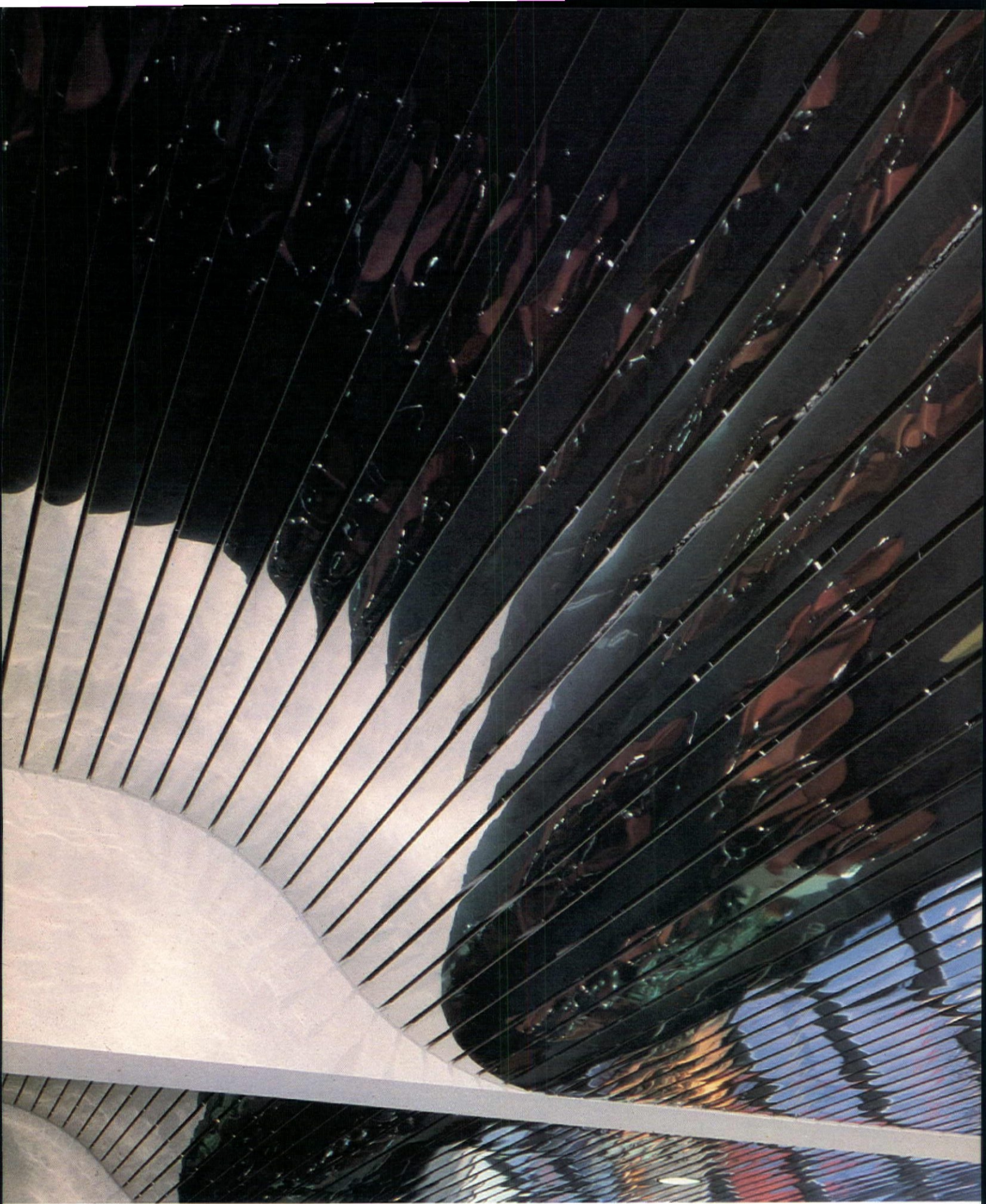
Technical innovation...by design

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Green Bay, WI 54308
(414) 468-8100

New York (212) 371-9595
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Los Angeles (213) 659-2133

Patents pending worldwide. U.S. Patents 4157203, 259688. © Copyright 1981 by Krueger.

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The imagination, colors and quality you expect from Levolor Ceiling Systems.



CEILINGS BY LEVOLOR®

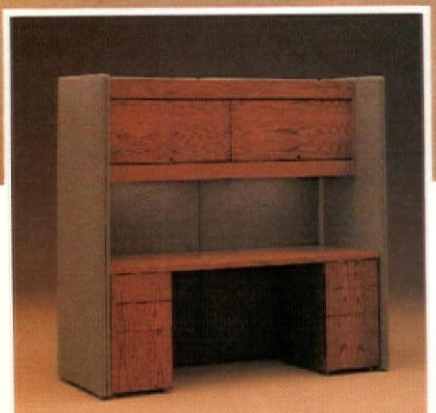
DAEMPA™ CEILING SYSTEMS/ECOL-O-VANE® CEILING SYSTEMS

For details, write: Ceilings by Levolor, Levolor Lorentenzen, Inc., 1280 Wall Street West, Lyndhurst, New Jersey 07071.

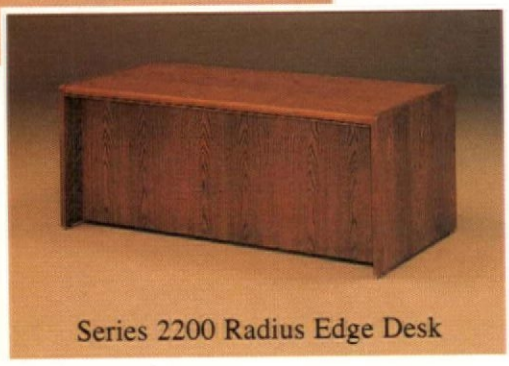
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The Executive System that Works for the Entire Office...



System 2 Manager Work Station



Series 2200 Radius Edge Desk

Conwed® System 2™ Open Office Furniture

The Look

A beautiful interplay of design ideas, with distinctive wood styling and rich fabric colors. The result? An atmosphere of warmth and well-planned privacy.

The Listen

Balanced acoustical control reduces distracting noise to maintain privacy for people at work. That's the real secret of a successful open office.

The Light

We call it "logical illumination." Task and ambient lighting systems that put the right amount of light just where you need it. System 2 lighting conserves energy and saves you money.

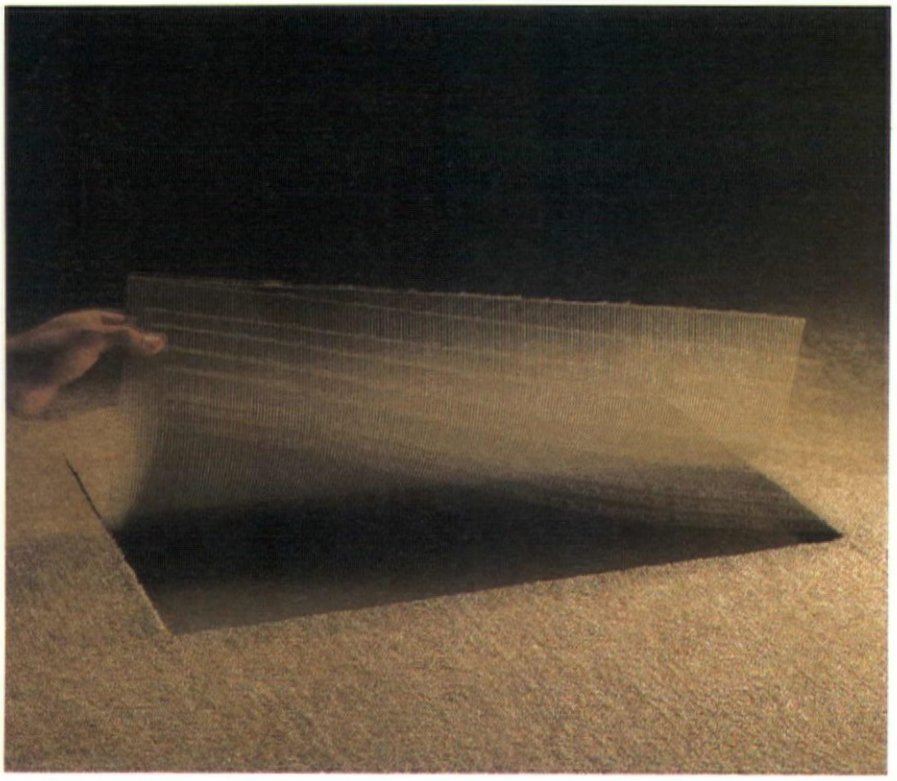
...and is affordable for the entire office.

Choose from a variety of component options and price points without sacrificing quality or performance. The matching design of Conwed Series 2100 and 2200 freestanding desks allows you to carry the System 2 look throughout the open office as well as adjoining private offices.

For the representative in your area contact: Conwed Corporation, Office Interiors Division, 444 Cedar St., P.O. Box 43237, St. Paul. MN 55164 or visit our Chicago Showroom at Suite 929 Merchandise Mart.

CONWED

Circle 36 on reader service card



Lees reveals the truth about carpet tiles.

All modular carpet systems are not created equal.

Construction. The four most widely specified carpet tiles represent three dissimilar constructions with important contrasts in performance characteristics.

Backing. In 1967, Lees introduced a rubber-backed carpet tile for the educational market. Later versions utilized a hard vinyl back. The present Lees carpet tile is an advanced generation product that fits a vastly improved modular carpet system.

Dimension. Lees 600mm modular carpets are in scale for major commercial interiors. Large scale means fewer seams, easier handling, faster installation.

Handling. Lees modular carpets are heavy in face weight, but lighter in total weight. More square yards to the pound, more square yards to the pallet mean big savings in handling and installation.

Appearance. Antron® III nylon pile yarns by Du Pont are dirt-resistant and static-protected. Superior appearance retention reduces maintenance cost.

Guarantees: Hot-melt thermoplastic resins and flow-on lamination produce modular carpets that are guaranteed against edge ravel and delamination.

Installation. Most "loose lay" carpet tiles never get loose laid, but are glued down instead. Why? Ask the installation contractor, the man who would be responsible for the job if anything were to go wrong. Lees provides a fast, clean, money-saving pressure sensitive adhesive for use with its modular system.

Call toll-free. For test data, specification information, call 800/523-5647. From within Pennsylvania, call collect 215/666-9426.

LEES carpets

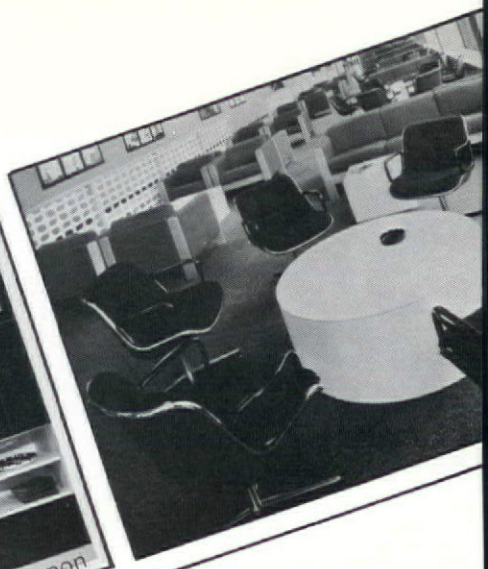
A division of Burlington Industries, Inc.
King of Prussia, PA 19406

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When it comes to commercial interior furnishings we're strictly top drawer.









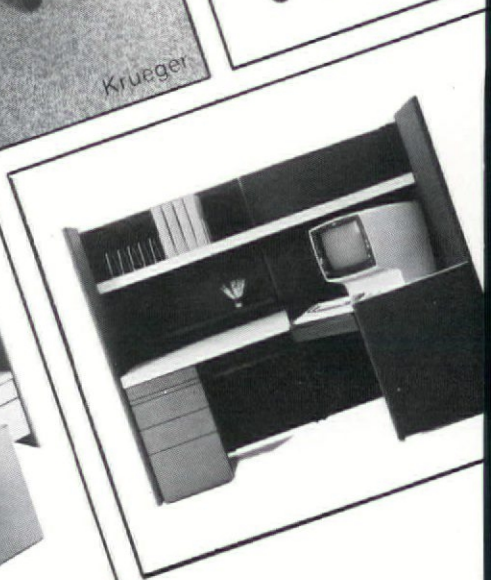












A. Blank Inc. is the Office Furniture Source representing over 200 of the very finest Furniture and Systems Manufacturers, including Knoll International.

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introducing the

Contact Collection



comfort in system seating

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artopex

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New York (212) 759-9632 / Philadelphia and Washington (301) 864-6767

Office landscaping is theme of L.A. seminar

Los Angeles—The Office 'Landscape' Users Group will conduct its 26th symposium at the Los Angeles Sheraton Universal Hotel, November 30-December 2. The group is comprised of managers, space planners, designers, and other related professionals.

Seminars will focus on the potential of office landscaping to create greater worker satisfaction and tight facilities management. Field trips to the landscaped offices of Dataproducts Corporation in Woodland Hills will illustrate techniques discussed in seminars. Also to be addressed are issues such as acoustics and energy-lighting HVAC elements.

In conjunction with the symposium, there will be an ongoing display of contemporary office funiture and equipment. For information write Frank J. Carberry, Managing Director, Office 'Landscape' Users, Box 11182, Philadelphia, PA 19136. Or, phone the Landscape Users Group at 215/335-9400 for more details.



Lucien Vlerick, President of B.I.C., holds up the certificate given to him by Serge Vaissiere, President of the Committee of European Excellence.

B.I.C. Carpets receives coveted European award for originality

New York—Belgian carpet manufacturer, B.I.C. Carpets, recently was presented with the Grand Prix de L'Excellence Européenne award. The firm joins the ranks of former winners such as Christian Dior, Van Cleef, & Arpels, and Rolls Royce.

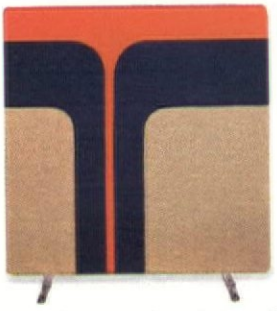
Serge Vaissiere, President of the Committee of European Excellence remarked, "B.I.C. distinguishes itself from other carpet manufacturers in the world by its originality, creativity, and....quality of its carpets, in pure virgin wool, woven according to the old Flemish tradition."

Concepts International exclusively distributes the line in the U.S. through 75 dealers.

Organize your office. Without going to the wall.

With Vogel-Peterson screens, you don't have to rearrange walls to get the room you want.

Our screens enhance privacy and encourage productivity. They're a combination of crisp, contemporary styling and state of the art construction. They also offer all the flexibility you need. Rearranging or adding on screens is simplicity in itself.





Choose from our VistaScreen, PlanScape or ScreenOne collections. All come in a selection of prices, styles and acoustical ratings. And all are available through leading office furniture dealers. Write Vogel-Peterson, Elmhurst, Illinois 60126. Telephone 312/279-7123. Or stop by the Merchandise Mart in Chicago.

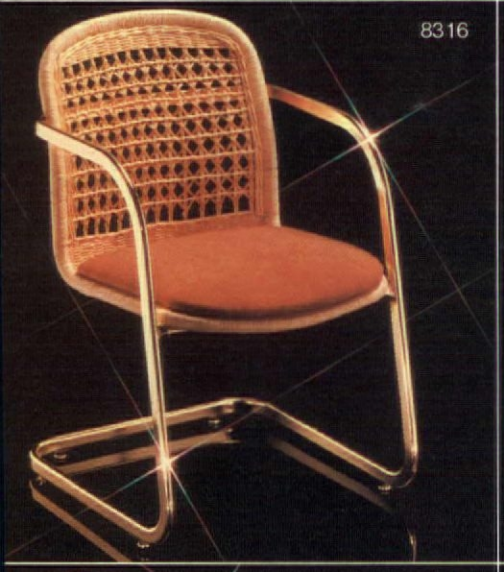
And define your office with a Vogel-Peterson design.

VOGEL PETERSON

Circle 40 on reader service card

TOP BRASS.

Shelby Williams' new line of polished brass chairs adds a touch of brass to any surrounding. The stylish oval tubing gives them the contemporary feel that's right in line with modern designs. And it's been epoxy powder coated to resist tarnish. The warm feeling of brass is available with cushion back or wicker back, for a variety of applications. Shelby Williams brass chairs. See them at your nearest Shelby dealer.







Follow the leader.

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Morristown, TN 37814

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Now Touch 'n Draw™ puts computer-aided design at your fingertips.

If you're trying to stay ahead in the architectural/design field today, you're facing pressures you've never faced before. Pressures such as skyrocketing production and people costs. More competition. Accelerated design-time schedules and client demands for improved cost controls.

To counter powerful pressures like these, it will take powerful tools, like the computer-aided design and drafting (CADD) systems you've been hearing about. And to do it effectively and economically, it'll take Touch 'n Draw.™

Touch 'n Draw™ makes your people and your practice more productive: with it, you can turn out more design drawings, of uniformly high quality, in less time. Which means Touch 'n Draw™ makes it easy for your business to grow — without adding hard-to-find design and drafting staff.

It's easy to use.
Touch 'n Draw™ is designed for designers — not programmers. That means any of your design and drafting people can work with the system productively after just a few days' training. And in a couple of weeks, they'll be using it like experts.

Through its Touch Control Station,™ the system puts computer power right at your fingertips. Commands are selected by touching a "menu" box; the system responds with operator messages, using terms familiar to you. Drawings are entered graphically from a large digitizing tablet, or numerically from a keyboard.

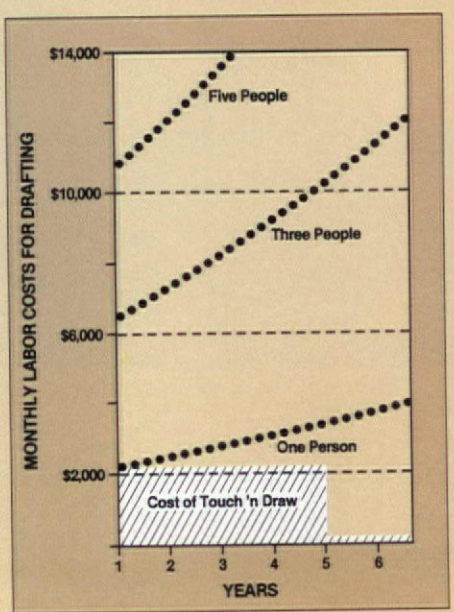


While a drawing is being electronically created on the display screen, it can be changed, moved, or scaled up and down — limited only by your imagination. Once it's complete, the drawing can be automatically produced on a digital plotter in just minutes. Any size drawing is possible: from 8½ by 11 inches up to full "E" size; in multi-color; on paper, vellum or mylar. If changes need to be made to a drawing later on, it can easily be retrieved, modified and quickly reproduced with original quality.

It's easy to integrate.
No matter what your design specialty is, you'll appreciate how quickly Touch 'n Draw™ goes to work in your practice. If you're an architect or design engineer, you'll be able to produce complete sets of working drawings faster than ever before. If you're a facilities planner or interior designer, you'll be able to deliver comprehensive space plans with project material and cost summaries in record time.

Touch 'n Draw™ fits into your practice easily because it has all the specialized symbols and commands you need. At present, a library of over 1,000 drawing symbols is available, covering all of the specialty areas — electrical, mechanical, landscape, furniture, etc. — required for complete working drawings. And if you should happen to need other symbols or details beyond our standard library, you can easily create your own.

It's easy to afford.
For the cost of a single draftsperson, you can now have a Touch 'n Draw™ system. Typically, one system does three to five times the drafting work pos-





sible manually—and considerably more than that on repetitive tasks. That means now you can add design and drafting power to your office, without adding manpower. And reduce turnaround times dramatically too.

Installing Touch 'n Draw™ won't cost you a bundle either, because it fits in your office without any special wiring, flooring or air conditioning. And since the system's hardware consists of standard computer/peripheral components, operating costs are less than you might expect.

It's easy to grow with.
No matter how large or small your design workload is, a Touch 'n Draw™ system will be easy to grow with, as your business grows.

To face the challenges of the 80's, design firms like yours will need help from CADD systems. Help that's easy to use, easy to integrate, easy to afford and easy to grow with. And there's only one CADD system that meets all those criteria: Touch 'n Draw™.

Touch 'n Draw™ could be your blueprint for success in the 80's right now. To find out how, contact us today for further information or a demonstration.

TOUCH 'N DRAW™

Arrigoni Computer Graphics, Inc.
231 O'Conner Drive
San Jose, CA 95128
(408) 286-2350

Circle 42 on reader service card

The pride that hammered these nails made this chair a Gregson.

Each part of a Gregson is fashioned with a pride in the finished chair. Each detail of workmanship bears the stamp of the craftman's pride. The result is a chair that lasts for years because it's a Gregson right down to each nail.

Discover the pleasure of getting together with a Gregson.

BIFMA Member



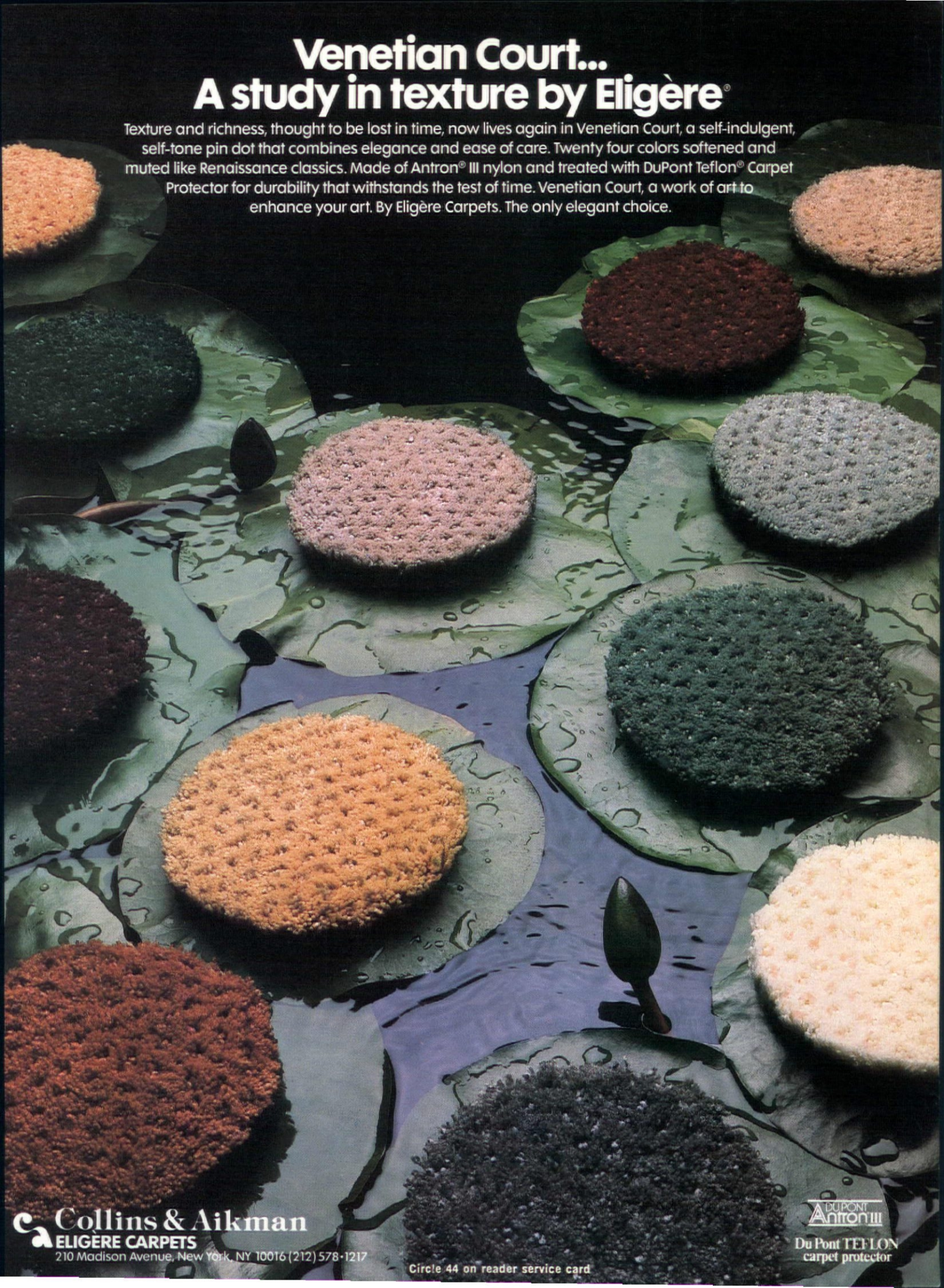
Gregson Furniture Industries, Liberty, N.C. 27298

Showrooms: Chicago Merchandise Mart/Dallas World Trade Center/ Denver-1940 Blake Street/New York Furniture Exchange/Seattle-915 Western Avenue/Liberty, North Carolina.

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Venetian Court...
A study in texture by Eligère®

Texture and richness, thought to be lost in time, now lives again in Venetian Court, a self-indulgent, self-tone pin dot that combines elegance and ease of care. Twenty four colors softened and muted like Renaissance classics. Made of Antron® III nylon and treated with DuPont Teflon® Carpet Protector for durability that withstands the test of time. Venetian Court, a work of art to enhance your art. By Eligère Carpets. The only elegant choice.



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210 Madison Avenue, New York, NY 10016 (212) 578-1217

DUPONT ANTRON III
Du Pont TEFLON carpet protector

Circle 44 on reader service card

MOMA expands photo exhibit through corporate support

New York—The Museum of Modern Art announced that Springs Mills will expand support of photography exhibitions by underwriting an entire four-part series on the work of Eugene Atget.



Eugene Atget's "Verrieres, coin pittoresque" (1922) is featured in MOMA series.

This exhibit will represent a major expansion of the Springs Mills Series on the Art of Photography now at the museum. It also marks the first time a corporation has demonstrated continuing support of photography books published by the museum.

Designated "The Work of Atget: Old France," it will last through January 3, 1982. There are 125 photographs in all, covering all periods of the artist's career. They largely concern the landscape and social life of the Ile-de-France as it appeared in the late 19th and early 20th centuries.

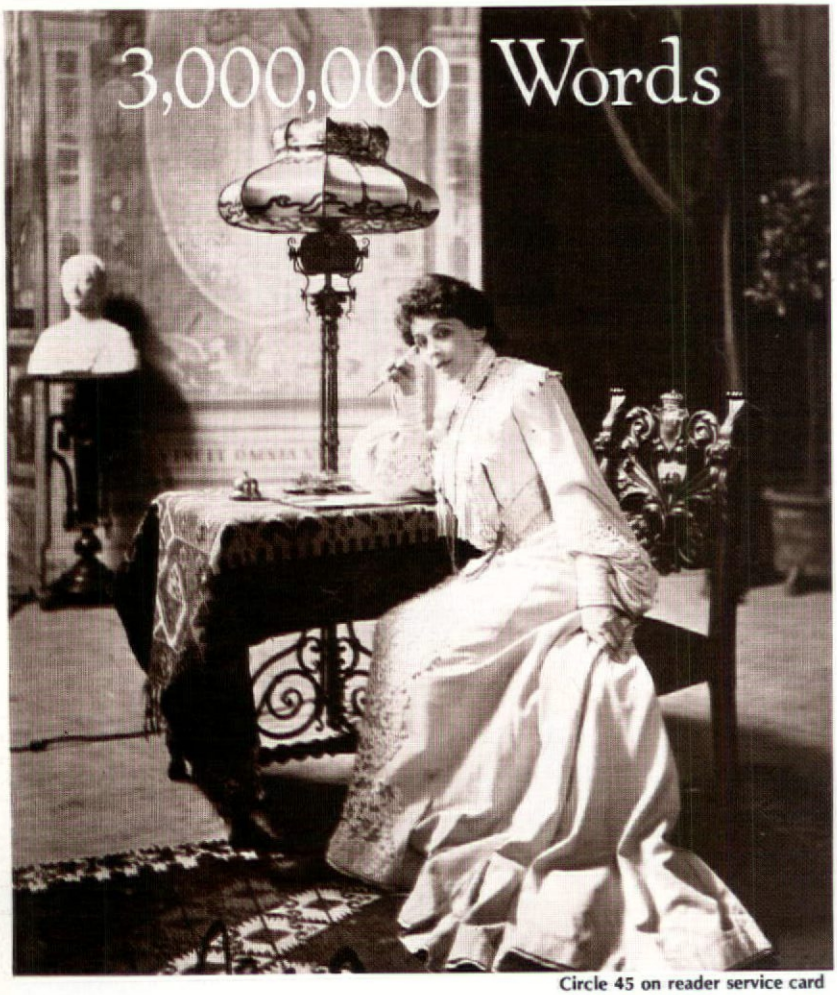
Expansions: Cabin Crafts to serve western dealers

Cabin Crafts has opened a new carpet warehouse in Denver to serve dealers in the Rocky Mountain area....**Stow/Davis** is planning a new manufacturing facility in Grand Rapids on a 52-acre parcel ....**Storeys** has moved its U.S. sales organization from Rockville Centre, N.Y., to Harrisonburg, Va., the site of its manufacturing and warehousing facility.

Gunlocke board buys Gunlocke from Sperry and Hutchinson

Wayland, NY—Kenneth M. Book, president of The Gunlocke Company, announced that the company was purchased from Sperry and Hutchinson by the officers of Gunlocke. Serving on the new board of directors are Kenneth M. Book, president and chief executive officer; Clarence L. Burkey, vice president of finance; Don G. Keith, vice president of marketing and sales; and Robert D. Wilcox, national sales manager. A fifth position on the board will be filled in the near future.

Gunlocke's corporate headquarters and main factory are in Wayland, New York. Branch factories are located in Dallas and Whittier, Calif. Showrooms are maintained in New York City, Dallas and Los Angeles.



At a thousand words apiece that's what it would take to describe the 3,000 photographs in our Past Tense Collection of Photo Decor. Dated from 1860-1940 these charming, nostalgic images are available in any size for perfect decor accents.

A more contemporary approach? Our Custom Collection holds over 20,000 unique creations by master photographers and covers virtually every subject and theme.

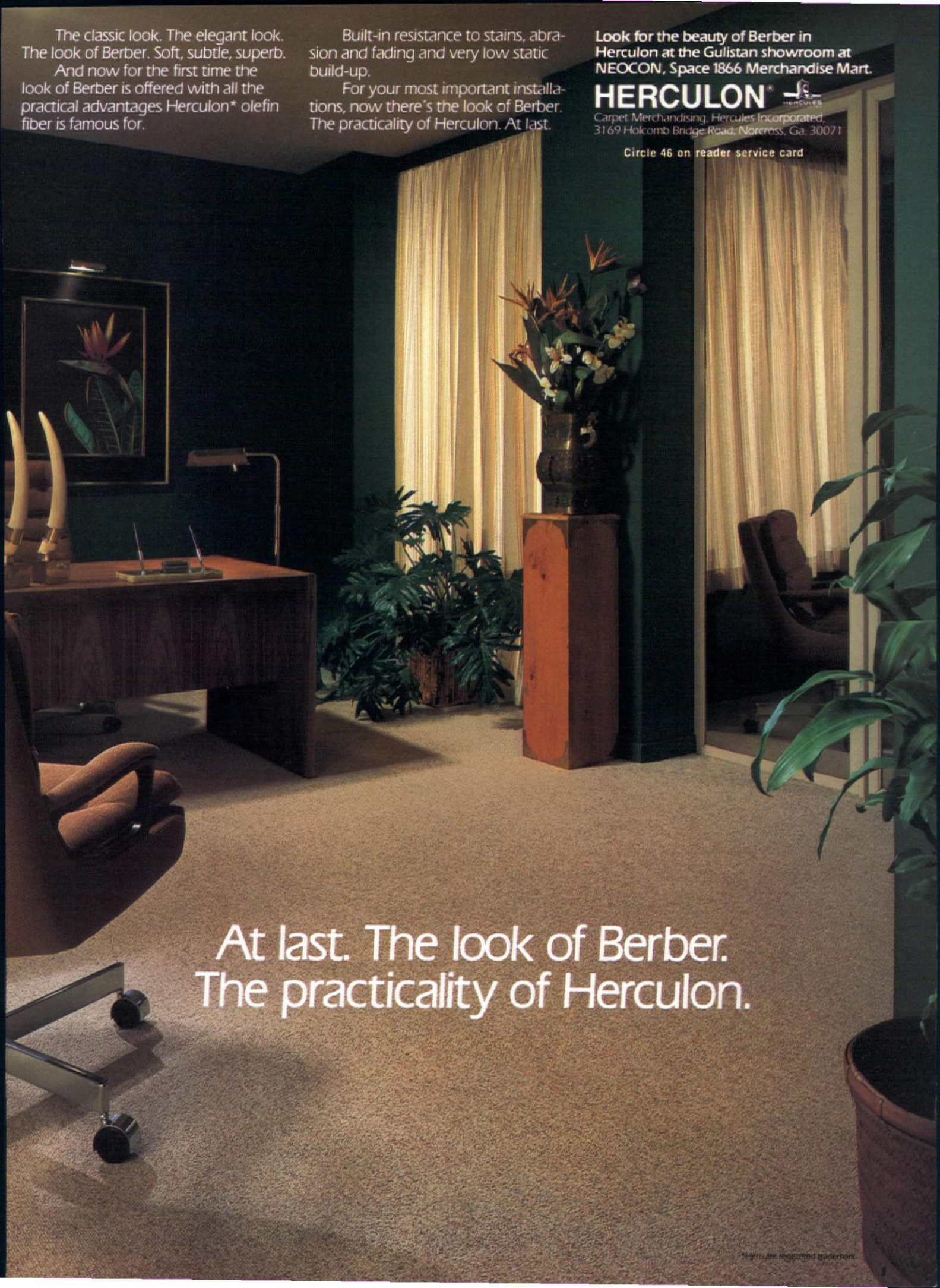
For bars and restaurants, offices and homes. For any place where ordinary pictures just won't do you can now use beautiful, affordable Photo Decor.

Call us today and see more tomorrow.

PS DECOR

Lumber Exchange Building - Edison Wing
Suite 760 • 10 South 5th Street
Minneapolis, MN 55401 • (612) 332-1688

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The classic look. The elegant look. The look of Berber. Soft, subtle, superb.
And now for the first time the look of Berber is offered with all the practical advantages Herculon* olefin fiber is famous for.
Built-in resistance to stains, abrasion and fading and very low static build-up.
For your most important installations, now there's the look of Berber. The practicality of Herculon. At last.
Look for the beauty of Berber in Herculon at the Gulistan showroom at NEOCON, Space 1866 Merchandise Mart.
HERCULON®
Carpet Merchandising, Hercules Incorporated, 3169 Holcomb Bridge Road, Norcross, Ga. 30071
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At last. The look of Berber. The practicality of Herculon.
*Hercules registered trademark.



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ALUCOBOND® MATERIAL DESIGN AWARDS: AN APPEAL TO THE IMAGINATION

A material that keeps pace with your talent is our most valuable gift to designers. But now Consolidated Aluminum wants to give you more. An opportunity for recognition.

The ALUCOBOND Material Design Awards will recognize the most creative applications of ALUCOBOND material in three categories: Signage, Trade Show Exhibits, and Commercial Interiors. The first place winner in each category will receive $1500, second place $1000, and third place $500. And all winners will receive national publicity.

ALUCOBOND MATERIAL'S WINNING WAYS

What can you do with a lightweight yet strong composite of two thin aluminum sheets with a thermoplastic core?

Bend, curve and corner it with satisfying control and cost-efficient ease. Drill, saw and screw it as easily as wood. Silk-screen, engrave, sandblast, even back-light it.

Don't worry about oil-canning in large-scale applications. ALUCOBOND material virtually eliminates it. And our various anodized and painted finishes stand up through years of weather and use.

Performance like this means your design ability can shine through. So give it a showcase. And enter the ALUCOBOND Material Design Awards.

FREE ENTRY KIT

To get your kit, complete with entry forms, rules, product sample and technical information, mail the coupon below.

Enter soon. While the possibilities of design with ALUCOBOND material are endless, this competition is not. Your design entries must be received no later than December 15, 1981.

CONSOLIDATED ALUMINUM®

Send me my FREE Entry Kit for the ALUCOBOND® Material Design Awards '81.

Name _____

Company _____

Address _____

City _____ State _____

Zip _____ Phone _____

Mail To:
ALUCOBOND® Material Design Awards '81.
Post Office Box 14750
St. Louis, Missouri 63178

CM

Circle 47 on reader service card

These three seating solutions from Steelcase give people more working room and give you more latitude in designing system furniture layouts. All are scaled to meet the demands of the new open office plans. All deliver optimum comfort and support. And all give you more color, fabric and finish choices than you'll find anywhere else.

424 Series: This all new series is priced to save your clients' money. Yet it offers thoughtful extras usually found only in higher priced chairs. Like a new form-fitting shell-type design. And comfort and support features to ease backstrain, eyestrain and fatigue. Even an open back to give people big-chair comfort in small spaces.

ConCentrx: The ultimate comfort-support chairs in the industry. Specifically designed for electronics-oriented tasks, they help people feel better and do more because they move as the body moves. Can be fine-adjusted to suit both the person and the job.

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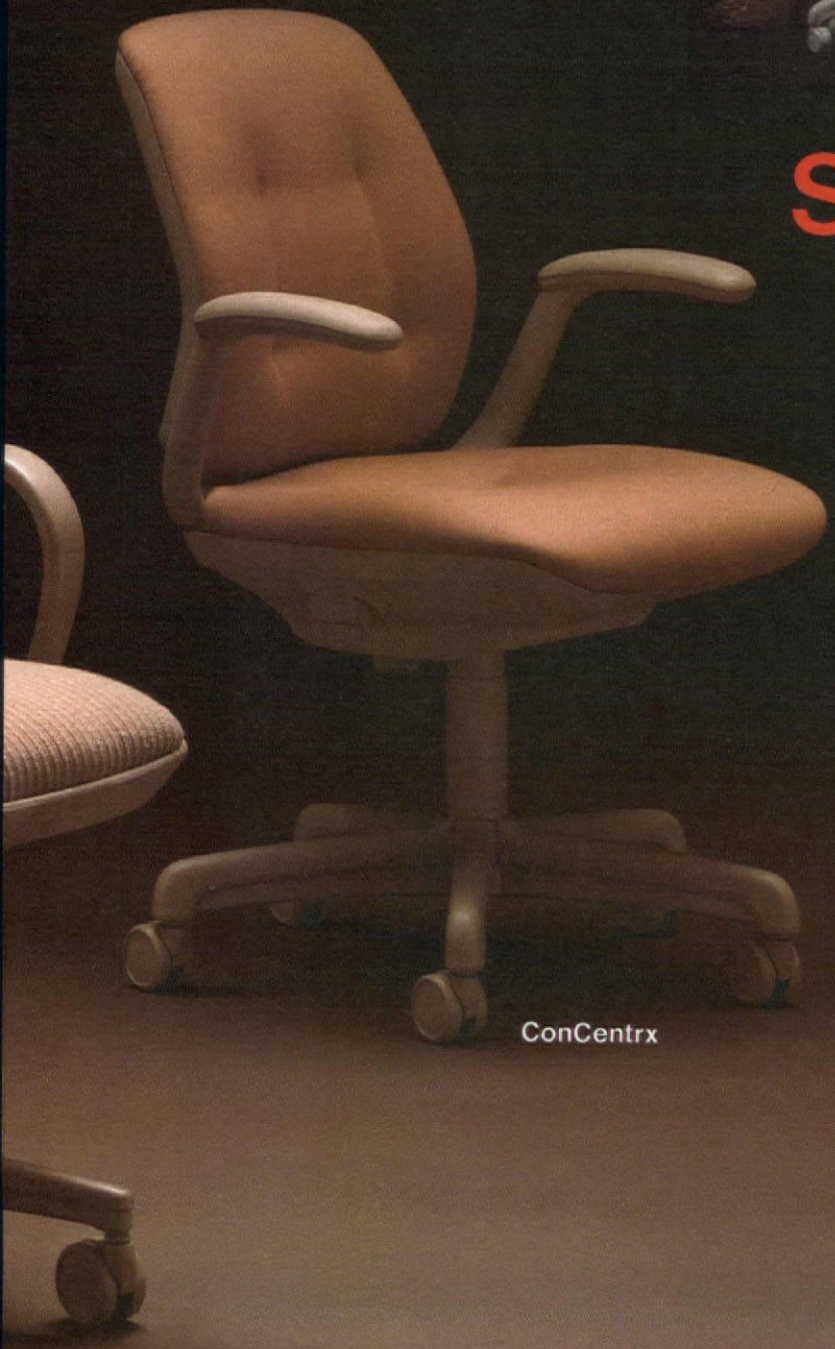
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Judith Selkowitz contest to award $3,000

New York—The second annual Judith Selkowitz Fine Arts Competition will award $3,000 to an outstanding wall-relief artist in April, 1982.

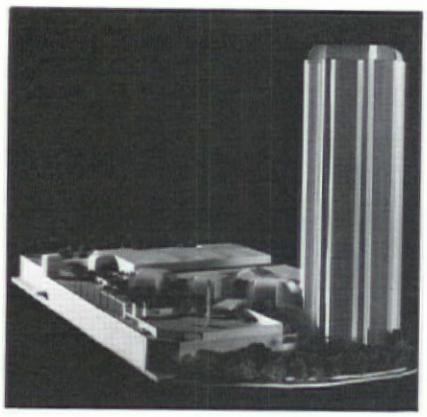
Competition is limited to American artists who are not affiliated with commercial New York City art galleries. Slides of up to four works are allowed, with a maximum of three slides of each work. Entries are due March 5, 1982. Contact Judith Selkowitz Fine Arts Inc., Award, P.O. Box 5268, New York, NY 10150 for details.

Sheraton plans to capture traffic at Universal City

Universal City, Ca.—A dramatic cruciform-shaped guest tower will give every guest a corner view in the newly proposed Sheraton Tower. Located near one of the busiest motion picture and television studios in the industry, Universal Studios, the 500-room, luxury hotel will incorporate three 40-ft.-high, glass-enclosed pavilions, tropical gardens, and 30-ft.-high waterfalls which will cascade into garden settings.

More than 3.8 million people toured Universal Studios last year, the third highest attendance at a theme park in the U.S. Management is confident the hotel will do well. It joins a bevy of other construction plans for Universal City, including a new Getty building and a 900-seat Chinese restaurant, Fung Lum.

The 35-story property will be owned by MCA and will be jointly developed by MCA and The Sheraton Corp. Construction for the building, designed by William L. Pereira Associates, Los Angeles, began last summer. Owners report that completion is scheduled for the fall of 1983.



William Pereira Associates has designed a multi-faceted wall formation for guest tower of the Sheraton Tower, yielding a corner room for each guest with sweeping views of Los Angeles and Sierra Madre Mountains.

Seminars probe trends in 21st century design

New York—Energy, new technology, and environmental psychology are among the subjects to be examined at New York School of Interior Design seminars this December. Faculty lecturers include Len Corlin, co-publisher and editor of CONTRACT, who will pinpoint trends in three seminars geared to the office design of future.



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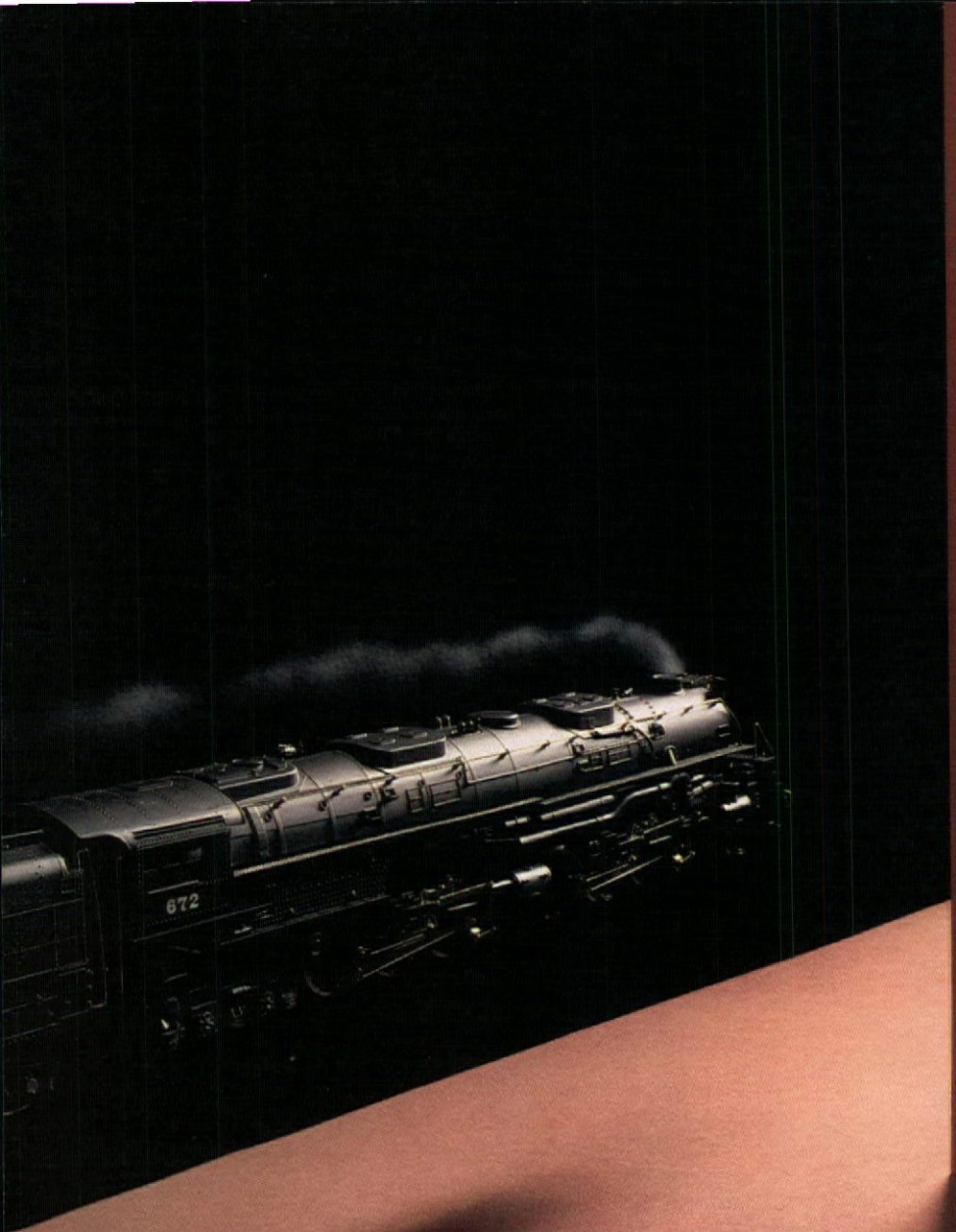


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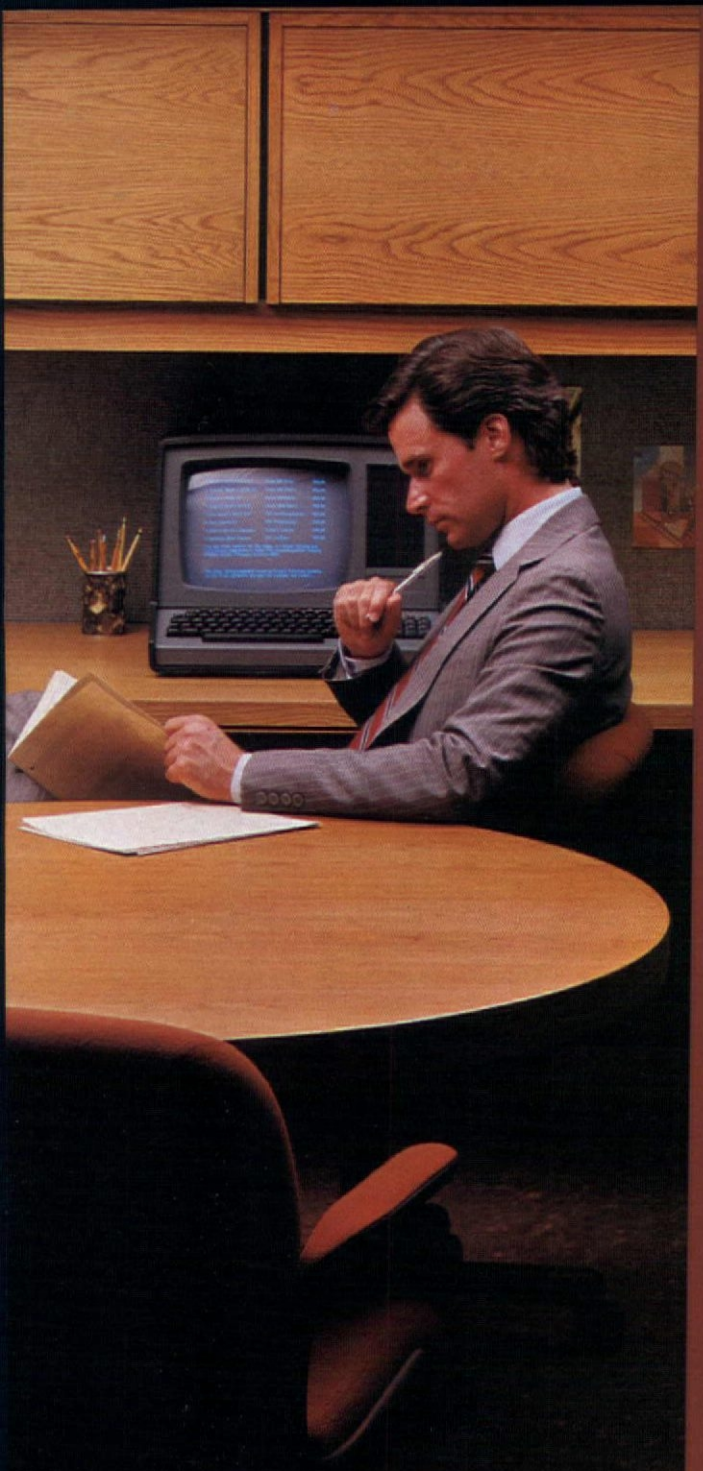
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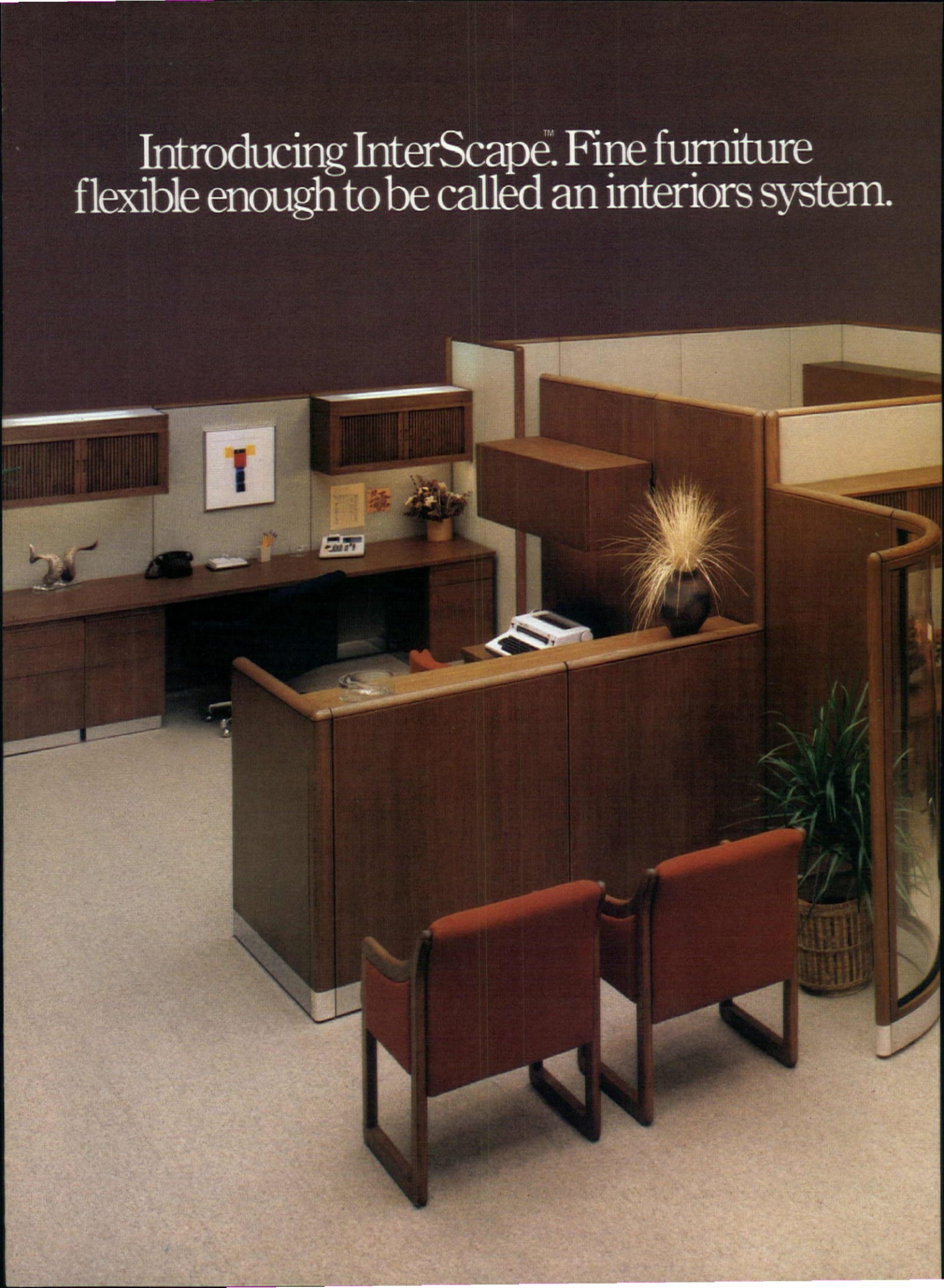
For more information about the carpet tile system that works with you, not against you, write Interface Flooring Systems, P.O. Box 1503, LaGrange, Georgia, 30241 or telephone 404/882-1891.

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Showrooms in Chicago, Dallas, Los Angeles, Salt Lake City, New York and San Francisco.

ASID/IBD hold first joint trade show

Seattle—The Washington Chapter of ASID and the Pacific Northwest Chapter of IBD held their first joint trade show at the Seattle Center recently. The event is the first ever held in the Pacific Northwest.

The day-long program was highlighted by a panel of professionals discussing new trends and innovations in interior design. Panel moderator was Beverly Russell, editor, *Interiors Magazine*. Contributing representatives included Marty Druss, vice president, Patrick Carpet Mills; Murray Rothenberg, vice president, design and development, Knoll International; and Larry Bennett, vice president, Ferguson-Hildreth Inc.

Also featured was a booth design competition for University of Washington interior design students. First prize went to RSG & Associates for a booth designed by Kym Allingham, member, ASID student chapter at the school.

Flokati rug revival spurs nationwide promotion

New York—Nationwide Flokati rug promotions are taking place throughout the country's major retail stores. The promotions are in response to a revival of the hand-cut, wool rugs, which saw popularity in the 1960s.

Participating retailers include Bullock's, Los Angeles; Burdine's, Miami; Einstein-Moomjy, New York; and Marshall Field & Co., Chicago.

Bob Siemon elected NOPA president for 1981-'82

Chicago—Bob Siemon, president of Halsey & Griffith Inc., West Palm Beach, Fla., was elected 1981-'82 NOPA president at the annual association business meeting.

Jim Dailey of Dailey's Office Furniture Co., Little Rock, Ark., was named chairman of the board.

Also appointed were various committee chairmen and national officers.

West Coast NOPA set for early February

Los Angeles—NOPA's Western Convention will be held at the L.A. Hilton and L.A. Convention Center, February 18-20, 1982. Exhibit space is almost sold out for this follow up to the recent Chicago show, NOPA management reports and is a popular draw.

Owens-Corning builds fire research facility

Granville, Ohio—To help meet government and emerging public demand for safer products, Owens-Corning Fiberglas Corp. has invested $1 million in a new Life Safety Laboratory here dedicated to fire research. Part of Owens-Corning's $50 million annual research and development program, the laboratory studies fire codes, test standards, and fire performance of both fiberglass and competitive products.

"Fire safety will have a significant effect on future products," says Dr. Frank Beumel, laboratory manager, "The occupancy rate in all types of buildings is increasing with the population, and therefore, concern for fire safety will also grow. This should lead to more stringent codes and a greater demand for high performance products."

How a 100-year-old helps your business stay healthy and safe.

This 100-year-old is the American Red Cross. That's right. And Red Cross is helping businesses like yours stay healthy and safe with CPR—cardiopulmonary resuscitation—a first aid method for sustaining life when a heart stops beating and breathing stops. And it happens every day. If it happened to an employee on the job, would you ... would anyone know what to do until help arrived? Permanent brain damage or death can result in a matter of minutes ... unless someone there knows CPR.

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Detail: Continuum 461 chair with radiused arm in white oak. Designer: Warren H. Snodgrass.
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There's no cure for MS so far, but researchers are working on one. And people in the sports world are helping to fight back. People like Muhammad Ali, Jimmy Connors, Tom Seaver, Steve Garvey, O.J. Simpson, Lynn Swann and myself, Paul Newman. Won't you join us? Please send your check to the National Multiple Sclerosis Society, 205 East 42nd Street, New York, New York 10017. Or call (212) 986-3240 to see how else you can help. Because MS strikes at the worst possible time. Just when you're starting to live.

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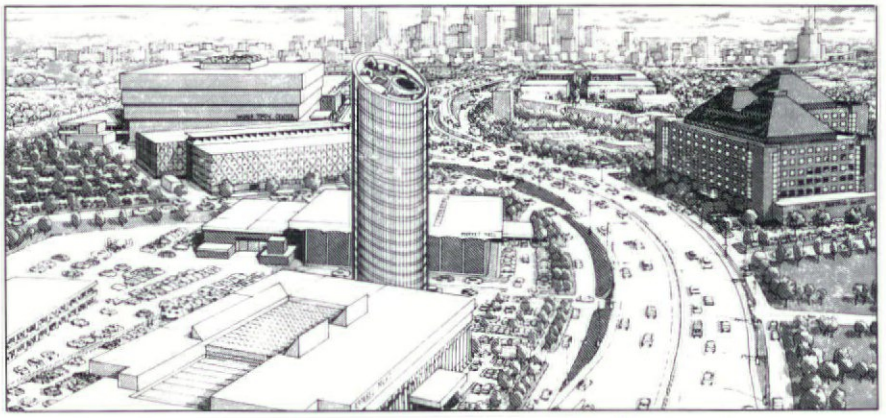
Seven design professionals to judge graphics competition

Los Angeles—Seven of California's leading professionals in the design community were chosen to judge a statewide competition for graphic designers.

The winning entry will be featured on the announcement for "My Turn, Your Turn," the second international symposium sponsored by PDC TWO, the contract manufacturer's association.

In addition, three of the 20 designers invited to compete will be selected to develop comprehensive sketches for symposium materials. One of the three finalists will then be commissioned to design the print program for the event.

"My Turn, Your Turn" is scheduled for March 19-20, 1982, at the Pacific Design Center. Last year, the event attracted more than 3,500 designers and architects—a number too great to be accommodated in one day. Anticipated heavy traffic for the 1982 event made the association expand the symposium to two days.



New hotel to expand guest lodgings for Dallas markets

***Dallas**–Construction has begun on the 572-room Wyndham Hotel on the Dallas Market Center site, located between the Apparel Mart and Market Hall. Shaped like an ellipse, the 30-story building will be covered in pink Texas granite. Hotel will be open January, 1983.*

NYSID establishes Inez Croom memorial scholarship

New York—New York School of Interior Design has established a scholarship in memory of Inez Croom, who was a graduate of the School and a member of its faculty and Advisory Committee until her death last fall. The scholarship provides one year full tuition to an outstanding high school senior who wishes to pursue a Bachelor of Fine Arts degree or a Three Year Design Diploma in interior design at this leading school.

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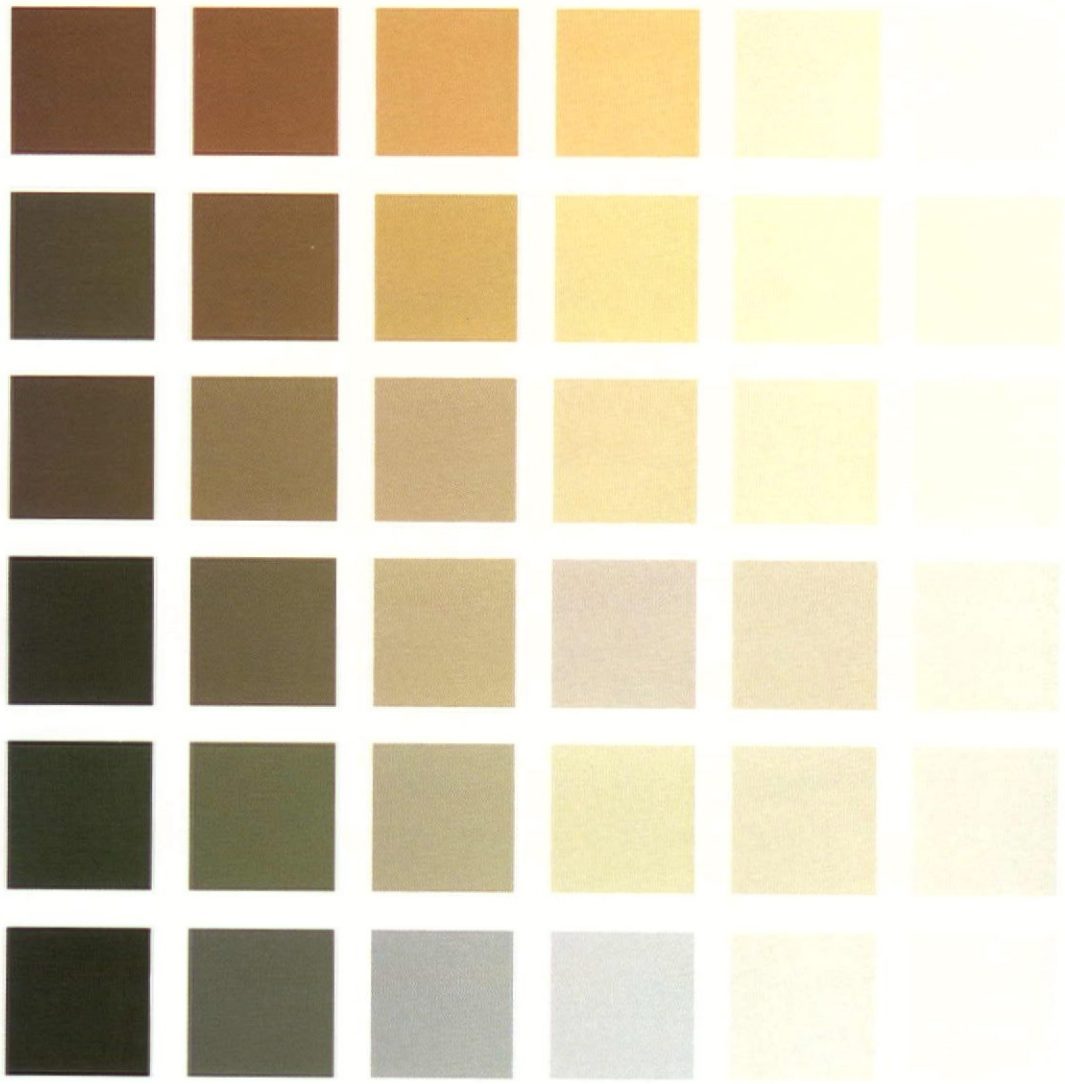
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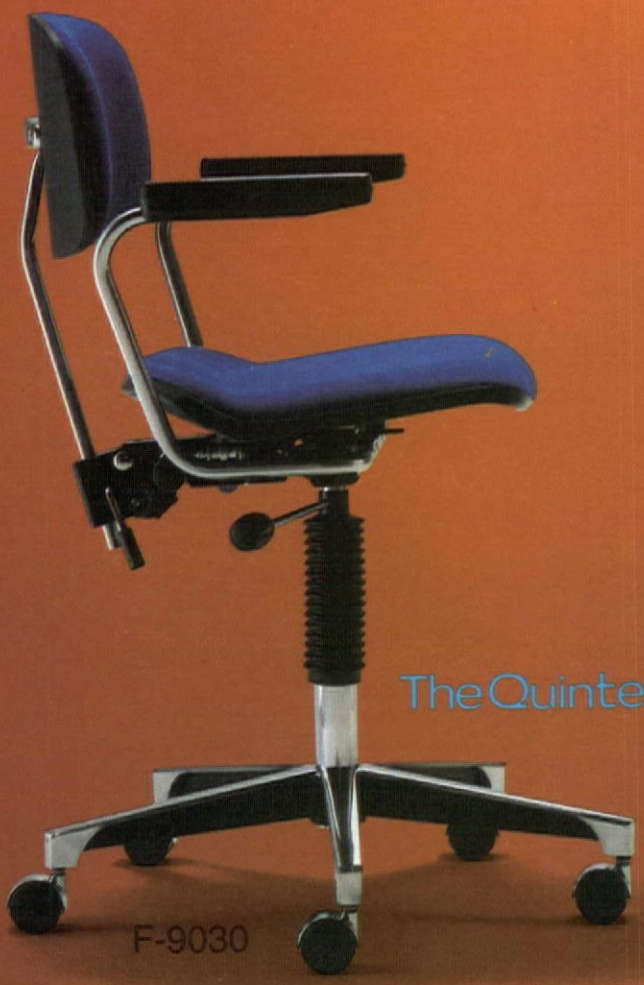
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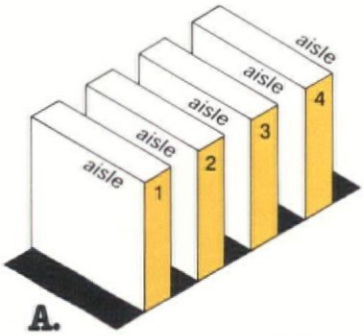


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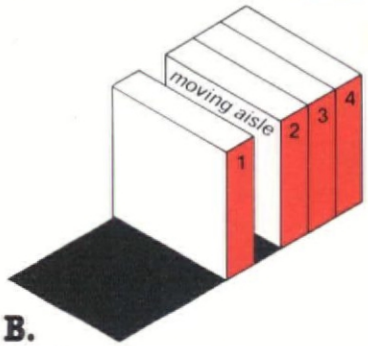
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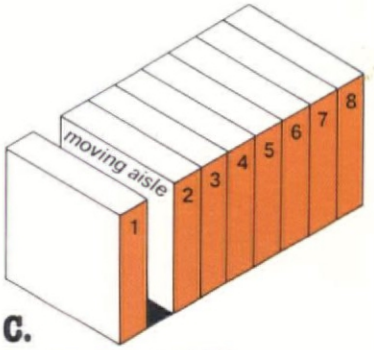
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International designers teach contemporary crafts to Chinese artisans

Los Altos, Calif.—Charles Falls and Marlene Grant of Falls, Grant, Davila Inc. have combined forces with Chinese craftsmen to introduce contemporary design techniques to Chinese handicrafts. Falls and Grant were chosen by the Chinese government due to their unique use of ancient Chinese artifacts and antiques of the Orient in residential and commercial installations.

This fact, combined with the designers' fluid, contemporary approach to interiors, led to their selection as industry consultants.

The combined effort is intended to bring the Chinese a greater awareness of colors and textures used in the U.S. The group hopes to extend the range of Chinese offerings currently available on the world market. One facet of the project is the design of a model home in Peking. The highlight of the venture was a seminar at Peking's Polytechnic Institute this past May.



Chosen by the Chinese government to oversee contemporary Oriental design projects in handicrafts are Marlene Grant and Charles Falls of Falls, Grant, Davila Inc./Los Altos, Calif.

Texitalia Casa brings a little Italy to L.A.

Los Angles—Texitalia Casa, the trade showing of Italy's finest home furnishings textiles, linens, curtains, draperies, and trimmings, was held in Los Angeles this year. Twenty-one of the 32 Italian firms which participated in the earlier New York exhibit went on to Los Angeles for the premiere showing in that city. Texitalia Casa is organized by the Italian Institute for Foreign Trade under the sponsorship of the Italian Foreign Trade Ministry.



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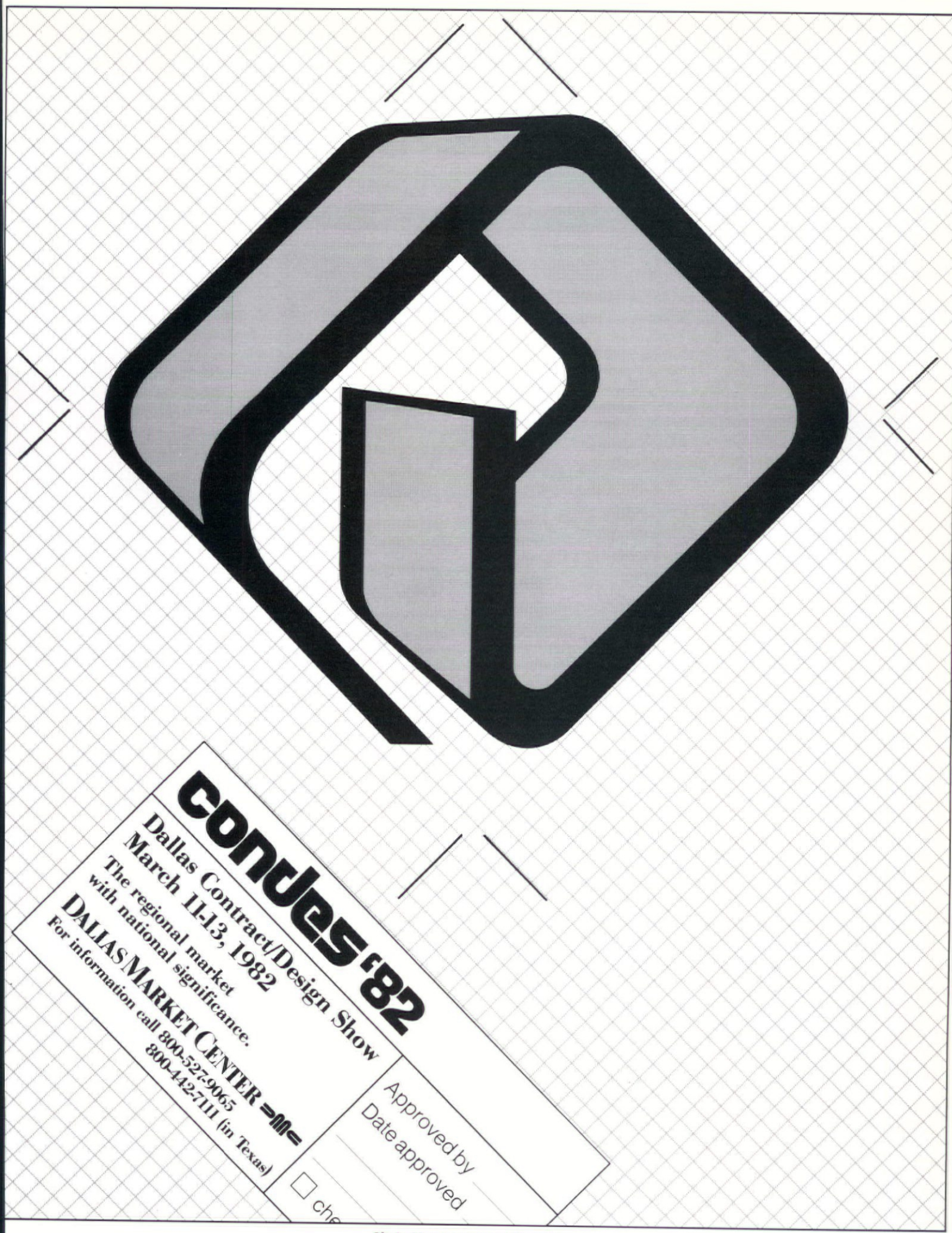
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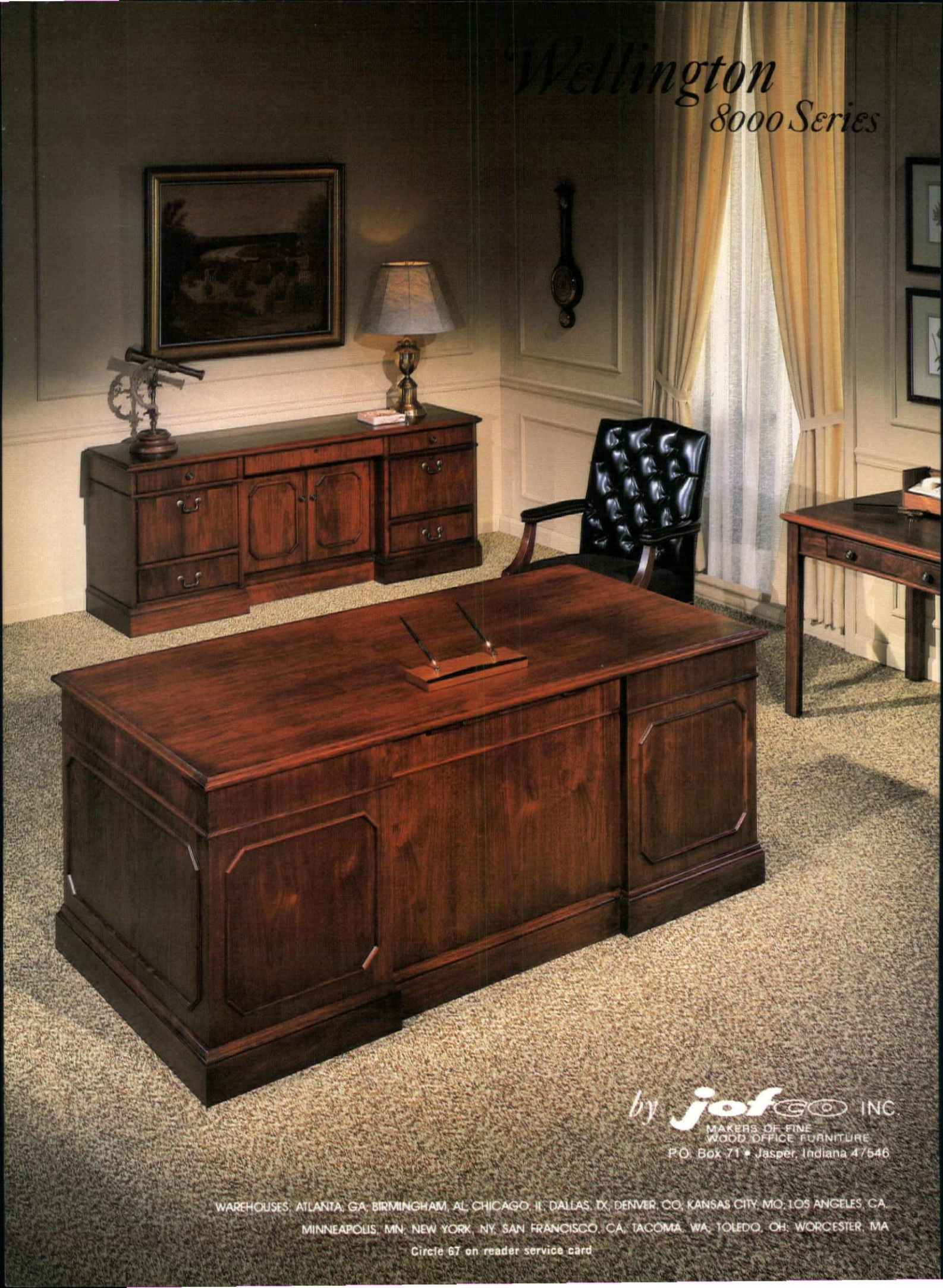
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Inside, Brentwood's unique construction provides outstanding comfort, support and safety. Strong, rugged craftsmanship stands up to rough, long-term use. Solid hardwood frames are double-dowelled. Upholstery and cushion materials are exceptionally durable and flame-resistant.

Outside, Brentwood's classic styling and scaled-down size complement any decor. Rockers, Position Change Chairs, Love Seats, and Lounge Chairs. High or low backs. And a variety of bases. With frames in either oak or walnut finish. Upholstered in an exciting selection of fabrics and vinyls.

Top to bottom, Brentwood represents unprecedented value in institutional and healthcare seating. Which is no surprise. It's from Lumex. And we've always made furniture that people live with . . . not just visit.



C1181

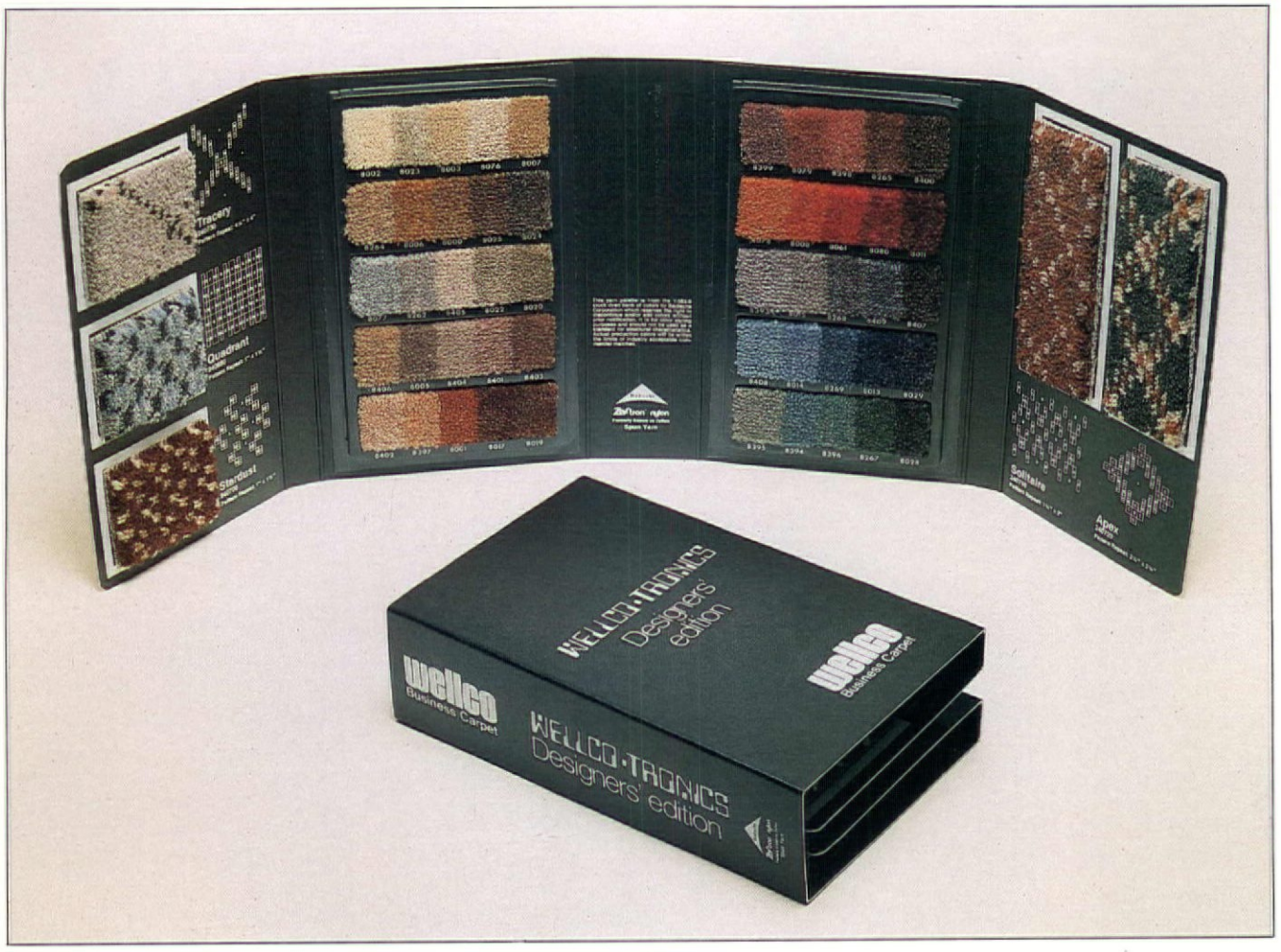
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Square feet designed annually _____

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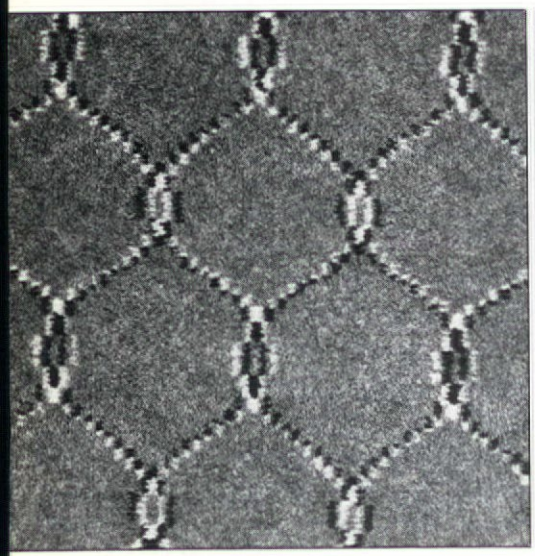


New contract carpet offerings pile up

Wellco Carpet expanded its offerings to the contract design trade this season with a new, low minimum yardage program. Called Wellco-Tronics Designers' Edition, collection features seven standard patterns and a corridor design, all available in custom colorations.

The sheared, cut-pile carpets are certified for use in heavy traffic areas. Yarns are of Badische's Zeftron® Heatherspun stock-dyed palette of over 50 heathered shades.

Designers' Edition is merchandised in an architect's kit displaying all standard pattern offerings, along with the custom color palette. Wellco-Tronics is oriented towards the hospitality market.
Circle No. 392.

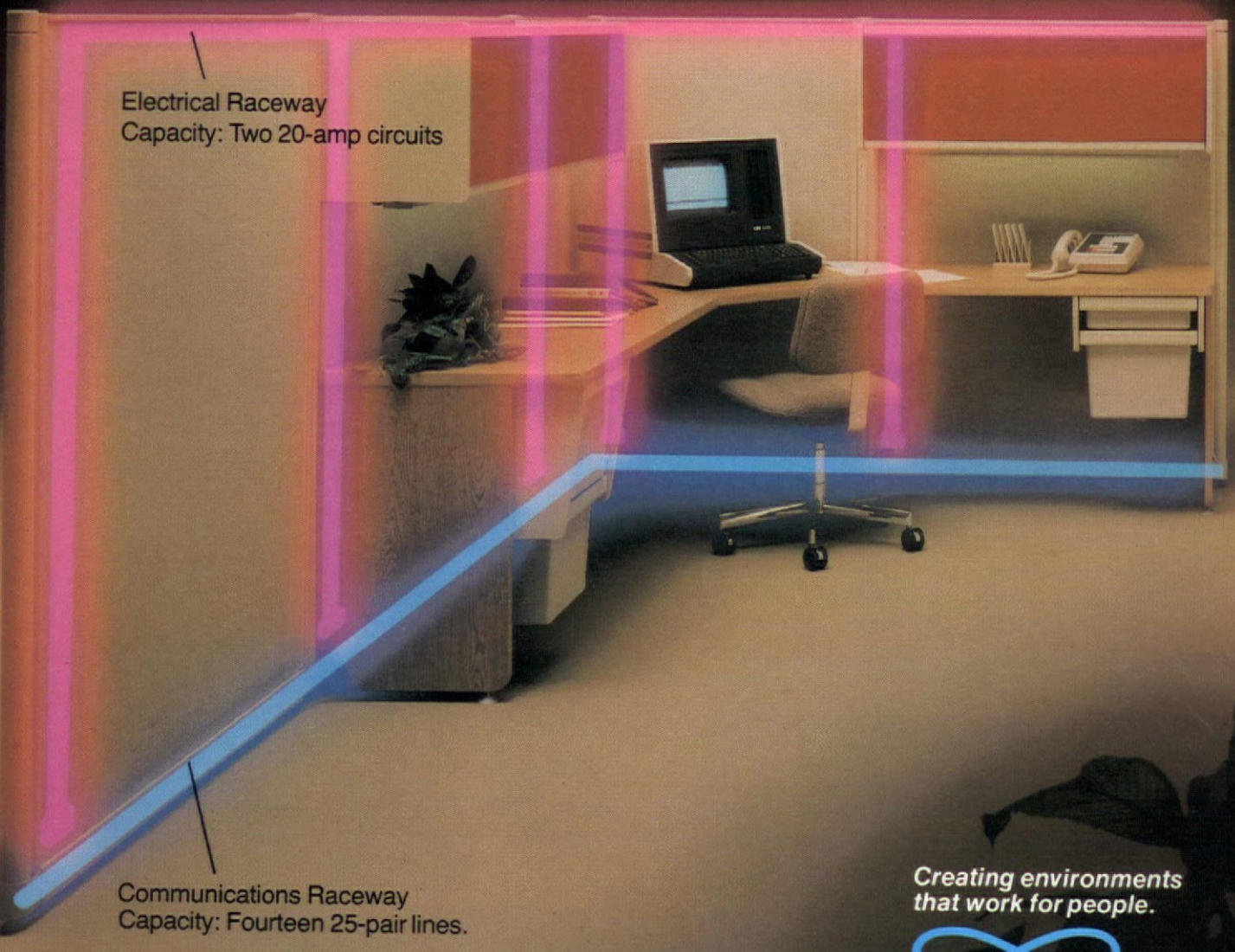






Electrified

Only Private Spaces Electrified Panel System features a directional power electrical raceway in the top of the panel, and a totally separate communications raceway in the bottom. Simple installation and servicing. Easily understood. And only Private Spaces has it. Plus a wide variety of fabric colors, finishes, and component furniture. Call your Rosemount representative for all the details, today.



Creating environments that work for people.

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A subsidiary of Emerson Electric
Airlake Industrial Park
Lakeville, MN 55044
612-469-4416

Circle 69 on reader service card

The Haskell Cube Pedestal

Flexible, compatible economical for any office design

The Haskell Cube Pedestal brings both quality and economy to any office design—quality in engineering and construction, and economy in space and price. Because of its to-the-floor design it can be substituted for less efficient component configurations—under tables, work stations, and free standing—it squeezes more productivity from less space. And since it is available with interchangeable casters or glides, it has flexibility to continue to meet changing office needs. Offered in 19 decorator colors and a wide range of drawer/cabinet configurations, it is compatible with virtually all manufacturers' systems, **including Steelcase, Herman Miller, Haworth, Westinghouse ASD, All-Steel, and GF.** Step beyond your existing design constraints and enhance office efficiency with the Haskell Cube Pedestal—Phase I of the Haskell Cube System.



Haskell

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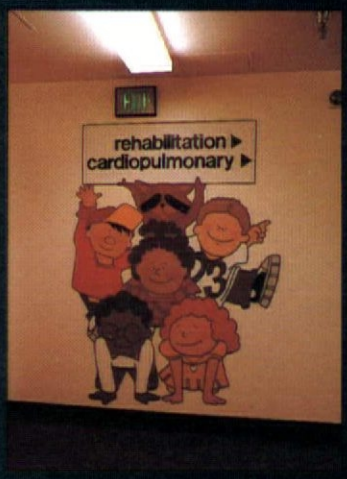




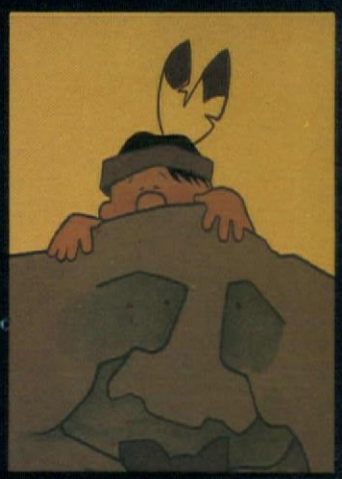












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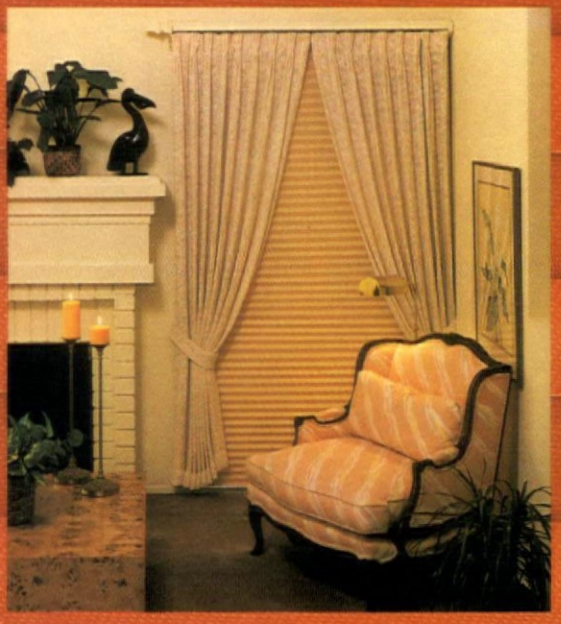
Color envelope wraps up furniture showroom

The most important design element in a furniture showroom is the furniture. Laurie Curran of Design Forum kept this idea foremost in mind when designing Modern Mode's New York showroom. Its environment is deliberately understated. A color envelope of cool gray on walls, ceiling, carpeting, and window treatments wraps around the showroom, placing the accent on the products.

The visual axis of the space is set on a diagonal, drawing traffic to a series of desk styles in the far corner of the showroom. Gray fabric ceiling baffles help to create this diagonal orientation. They also lend a sense of unity to a space with three different ceiling heights and proportions.

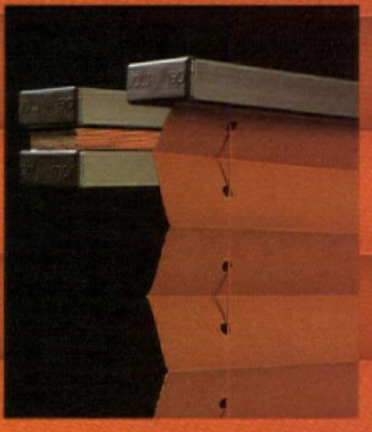
The designer overcame the potential for visual monotony with mirrored walls and columns. She also placed Modern Mode Red upholstery on all seating pieces. These two effects lighten and brighten the grayness of the showroom and draw further attention to the essential element: the furnishings.

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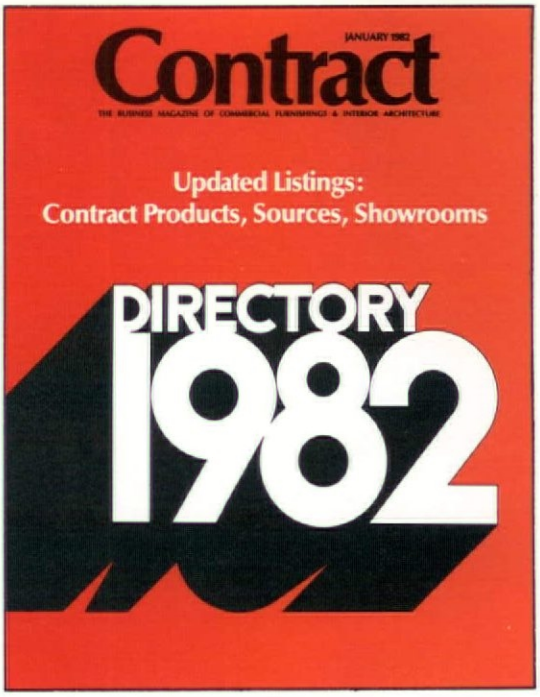
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Tuohy unveils the quiet magnificence of
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This controlled use of bursting, radial pattern
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truly distinctive, yet unpretentious design statement.

381/382-Series Tables are available
in oak and walnut, each in
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The Mohawk Custom Axminster System offers you your choice of color and pattern on as little as 250 square yards of carpet.

The Design Inspiration Collection.

This is the custom Axminster system that delivers precisely the carpet you have in mind—because you call the shots.

We put a palette of 150 high-fashion colors at your command, and give you a choice of 12 beautiful Axminster patterns in broadloom carpet. That gives you the styling control to create a perfect match for any interior, an elegance only magnificently styled Axminsters can deliver.

Monsanto's fourth generation Ultron Z nylon—the long-wearing, soil-shedding nylon that beautifully captures the aesthetics of wool—assures superior in-place performance. And for even greater control of maintenance, we give you Scotchgard protection.

But the Design Inspiration Collection doesn't stop there. We know that many customers demand wool carpet. Mohawk has an outstanding 80% wool-20% nylon blend—in the same 150 superb colors.

Our 103 years of Axminster production experience, and our strict quality standards mean your custom Axminster will be ruggedly constructed to meet the most critical end-use demands.





The new Custom Axminster System from Mohawk gives you what you want. Total control. **Contact your local Mohawk representative today.**

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HAYES


Traskus

Madison Furniture Industries named **Renee Traskus** (shown) a sales representative for the Chicago area.

Susan Lynn Benjamin (shown) was appointed a designer for Robison & Associates.


Benjamin

Parsons School of Design is inaugurating "Lighting Institute at Parsons." It is geared to architects, interior designers, and other environmentalists. Faculty members include **Richard Savitsky,** attorney; **Dr. Melven Schrier,** president, New York Acadamy of Optometry, and members of the International Association of Lighting Designers.

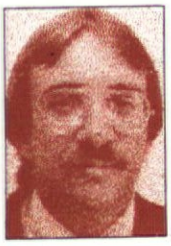
Berven Carpets announced major management staff changes. **Graham A. Partlett** will serve as acting president and chief executive officer. **Larry Johnson** is new director of sales and marketing, and **Glenn Kestly** is director of manufacturing. **Dennis Grisso** returns to the company as vice president and chief financial officer.

Robert O. Barrett was named marketing manager for commercial sales at Lees Carpets. **Patrick C. Curran** is now Northeastern Zone commercial sales manager.

John J. Riley is the new president of the Gulistan division of J.P. Stevens. Riley was formerly senior vice president of Armstrong World Industries.

Agency Tile was appointed the exclusive U.S. representative for Nuove Industrie Ceramiche, Italy, manufacturers of decorative ceramic tile. **"Chip" Solomine, Jr.,** was named vice president, southwest territory for the firm.


Minning


Mini

Carmen W. Minning (shown) is a new director of sales for John Mini Indoor Landscapes. **John Mini** (shown), firm president, coordinates the Interior Landscaping Education Program at the New York Botanical Gardens.

Gordon D. Sterling (shown) was named president of Formica. **J. Allen Montei** (shown) was appointed global specifications manager, a new position intended to strengthen the company's position in worldwide manufacturing and marketing.


Sterling


Montei



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The only thing we haven't changed is the craftsmanship.

Romweber. For well over one hundred years the name has stood for stately oak furniture, lovingly hand-made by master craftsmen.

It still does. But now the name stands for more. Like Maestro, modern furniture whose beauty derives as much from its slender and graceful lines as it does from its burnished imported elm burl.

But most of all, Romweber now stands for impeccable service—to you...and the customers you serve.

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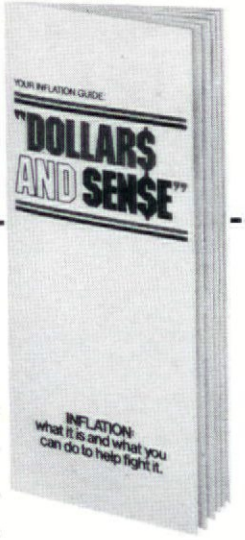
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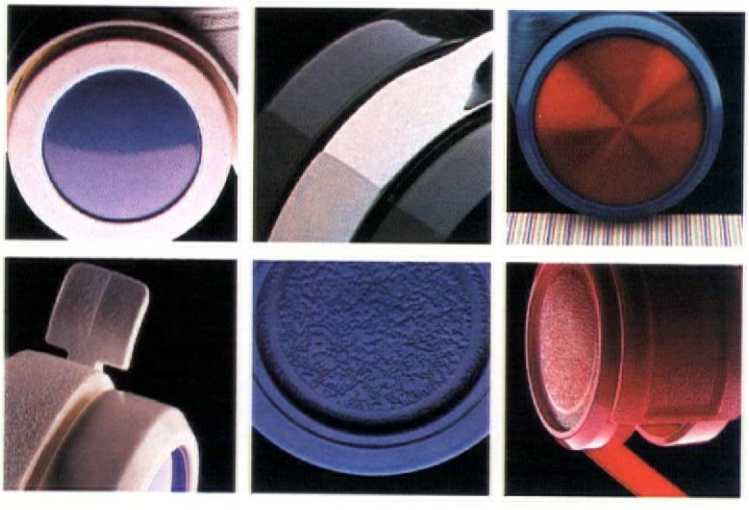
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PEOPLE/NEWS



Bendix

John Bendix (shown) and **Noel Baker** were both named sales managers by Executive Office Concepts.

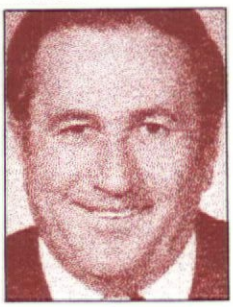
Timothy E. Butterworth (shown) was promoted to division vice president/ contract sales for the Karastan Rug Mills division of Fieldcrest Mills.



Butterworth

Harry L. Mills (shown) was appointed to the newly created position of vice president, sales for Stratton Industries Inc.

Bob Hedreen was appointed national sales manager of Pantasote's Wallcoverings division. **Edward Smith** is the firm's new southern regional sales manager.



Mills

New district managers in wallcovering sales for the Columbus Coated Fabrics division of Borden Chemical are **Patrick S. Murphy,** Upper Midwestern District, and **G. Michael Lester** who handles the South Atlantic Region.

Willard L. Clayton, Jr. is now sales representative, serving Eastern North Carolina and Virginia, for The October Company.

Consoweld Corp. appointed **Jack C. Rombough** as O.E.M. marketing representative serving the southwestern states. He replaces **B. Brant Edward** who was transferred to Consoweld Distributors, Tampa. **Fred C. Zimmerman** succeeds Rombough as O.E.M. marketing representative with responsibility for DuraBeauty sales. Consoweld also appointed **B & L Marketing,** Connecticut, as a full line distributor of DuraBeauty.

3D/International promoted **Gary S. Whitney** to vice president, interior architecture. **Gary M. Boyd** was appointed vice president marketing and **Harry L. Ledbetter** is new executive vice president.

Dave Abrams (shown) joined Walter Carpets' Marketing Department as commercial carpet consultant to the Los Angeles district. **John Hilton** (shown) is new marketing representative for the same district.



Abrams



Hilton

Window Modes/Weavers Domain opened a new showroom at 200 Lexington Ave., New York. The firm maintains another New York showroom at 979 Third Ave.

Following the recent acquisition of Sidlaw of Scotland by **Textile Wallcoverings International,** the latter plans its first contract launch. This will consist of two volumes under the Muraspec brand name: Volume I — colored warps and wovens; Volume II — linens, jutes, and woolens.

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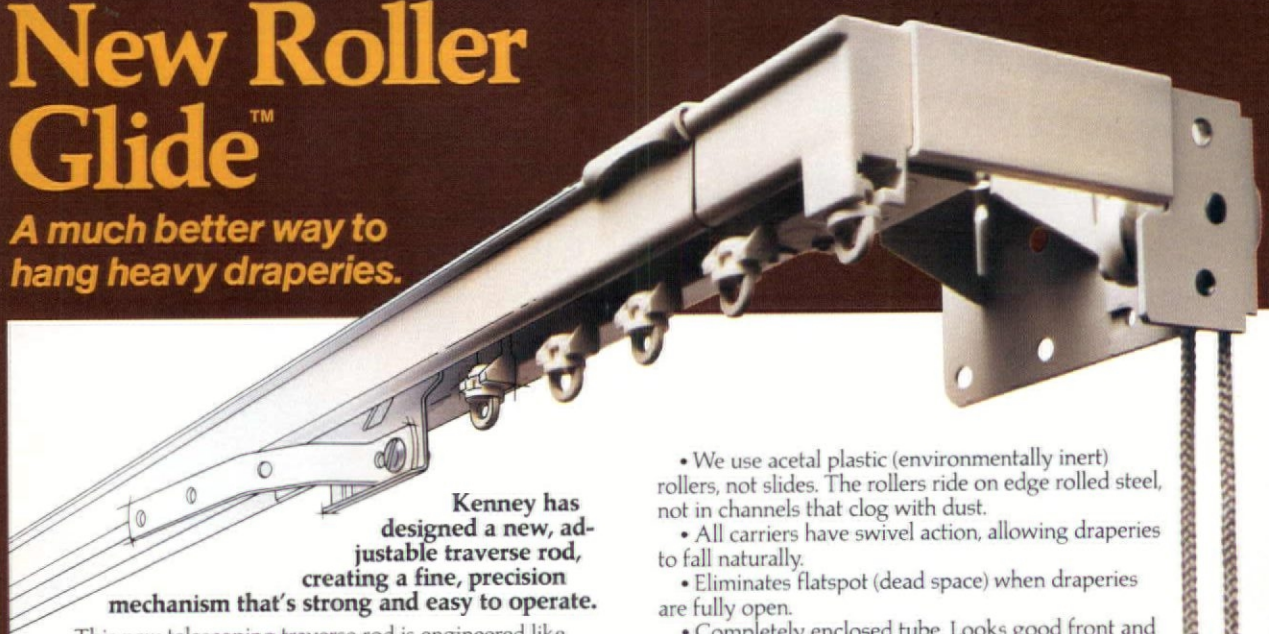
ATLANTA DECORATIVE ART CENTER/320
351 PEACHTREE HILLS AVE., N.E.
ATLANTA, GEORGIA 30305
(404) 261-4061

Showroom Hours: Mon. thru Fri.: 9 AM to 5 PM, Sat.: 9 AM to 3 PM, Atlanta closed Sat.

Circle 115 on reader service card

New Roller Glide™

A much better way to hang heavy draperies.



Kenney has designed a new, adjustable traverse rod, creating a fine, precision mechanism that's strong and easy to operate.

This new telescoping traverse rod is engineered like an Alpine ski lift. It gives perfect support, even with the heaviest energy-saving draperies, and you get straight drapery hanging, with no header toe-in.

You also eliminate the cost and bother of cut-to-fit custom ordering. The new Roller Glide rods come in six size ranges, accommodating drapery widths from 30" to 300".

Here are some of the improvements we've made—and what they mean to you:

- We use acetal plastic (environmentally inert) rollers, not slides. The rollers ride on edge rolled steel, not in channels that clog with dust.
- All carriers have swivel action, allowing draperies to fall naturally.
- Eliminates flatspot (dead space) when draperies are fully open.
- Completely enclosed tube. Looks good front and back, making rod usable for room dividers, too.
- Cords pull back to the wall, eliminating downward pressure direct from the rod.
- Universal mounting brackets mount on right or left side.

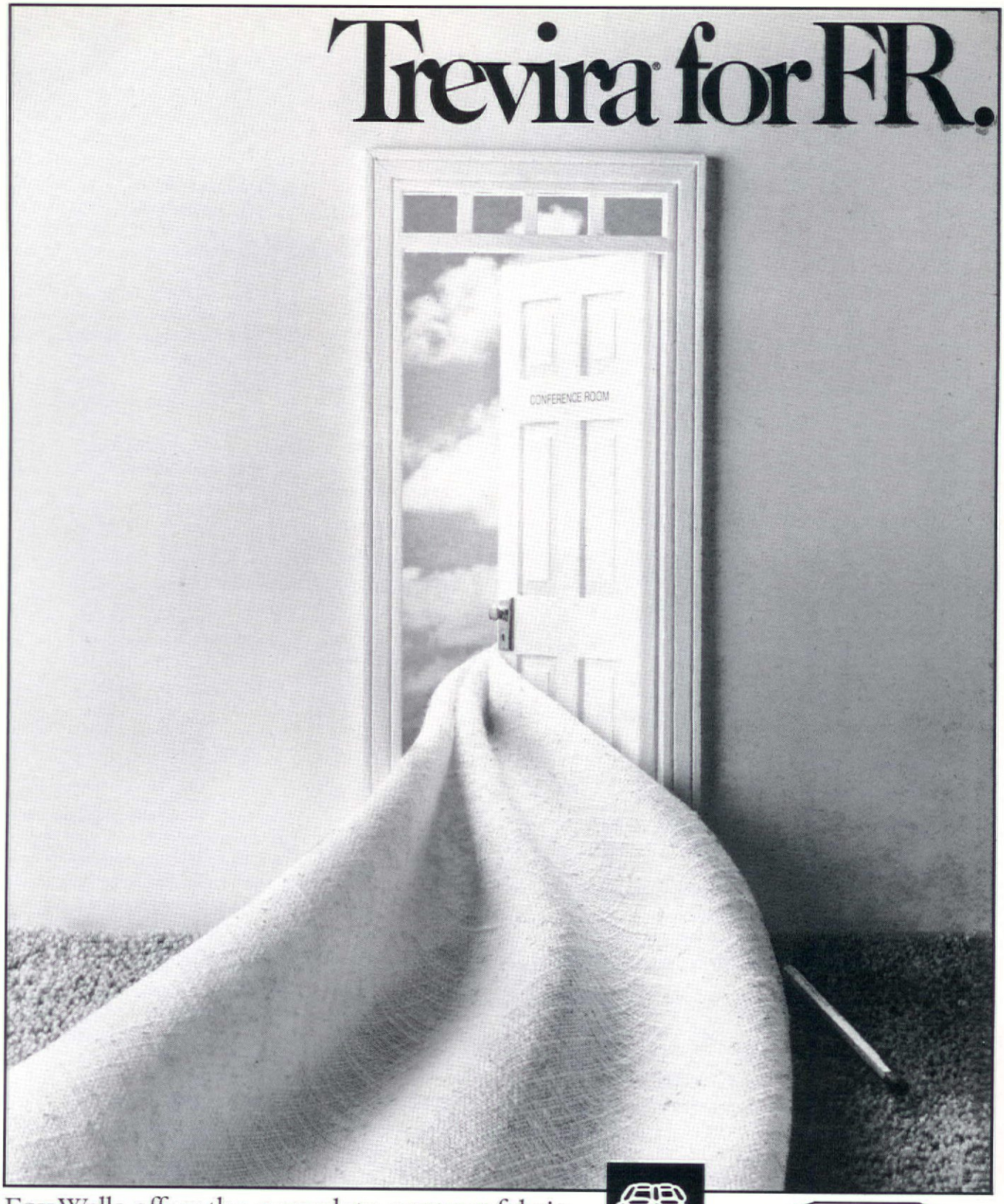
More information? Contact Kenney Mfg. Co., 1000 Jefferson Blvd., Warwick, R.I. 02887, (800) 556-6531. In Rhode Island, 739-2200.

Kenney

Patent Number 4,276,920

Circle 94 on reader service card

Trevira® for FR.



Fox-Wells offers the complete contract fabric solution: inherently flame resistant*, washable, and beautiful fabrics—a new self-lined group, acoustical panel cloth, sheers, cubicle cloth, print vehicles, casements. All in Trevira® for FR. Fox-Wells—a one-stop contract fabric source.

*in properly constructed fabrics.

Made from TREVIRA® polyester for FR fabrics

- Inherent flame resistance for life of fabric
- Passes NFPA 701
- Excellent ease of care washability with no ironing
- Superior hand and drape excellent abrasion resistance
- Dimensionally stable
- Resists sun fading, yellowing and stiffening
- For residential and commercial use

FOX-WELLS

For more information contact Fox-Wells & Co.
58 West 40th St., New York, NY 10018 (212) 391-9000.
For jobbers and converters only.

THE UNITED WAY HAS A BIGGER CASH FLOW THAN HALF THE COMPANIES ON THE NEW YORK STOCK EXCHANGE AND THE LARGEST STOCK HOLDER RETURN OF ANY.



No matter how you look at it, when it comes to helping one another, there isn't a better or more efficient way than United Way.

An amazing 89¢ of every dollar you give goes to agencies that help people in need.

How can an organization as big as United Way keep costs that low?

The answer is that United Way is an organization that relies not just on gifts of *money*, but gifts of time as well.

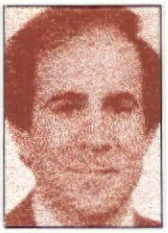
Once a year, volunteers provide United Way with help and talent that would, under normal business conditions, cost millions and millions of dollars.

So that everyone who gives to United Way gets the kind of return on their money that most businessmen can only dream about.

Thanks to you, it works. For all of us. **United Way**

A Public Service of This Magazine & The Advertising Council

PEOPLE/NEWS



Silver



Silverman

Sam Silver (shown) was named president of Mohasco Carpet and retains his position as executive vice president. **Stephen Silverman** (shown), executive vice president, will assume responsibility for woven product development and advertising.



Crawford



Smith

S. Harris & Company appointed two new vice presidents. **Bill Crawford** (shown) will handle operations and **Bob Smith** (shown) will handle sales.

W. Ansell Fisher was named Go-Met-Tile Associates' Atlanta showroom manager. The showroom is located in the Atlanta Decorator and Architect's Complex (ADAC).

Alan Jenkins was promoted to national commercial manager for Fabrica International. He will oversee U.S. sales of all Fabrica commercial carpet products.



Williamson

Fred C. Williamson, Jr. (shown) was named vice president of Contract Distributors Corp., an international carpet sales organization.

Thonet Industries appointed **Donald R. Miller** (shown) as vice president, sales for the company.



Miller

Contract Distributors Corporation opened offices in Phoenix and Seattle. **Ken Niskern** will direct the Phoenix office as vice president sales. **Doug Nelson** will direct the Seattle office as company vice president.

Terra Furniture opened its first showroom in High Point, N.C. at 425 N. Wrenn. The firm is known for solid oak, butcher block dining, occasional, and bedroom designs.

Monroe Schneider Associates, San Francisco, opened a major office, showroom, and warehouse facility in the Dallas-Ft. Worth Metroplex. General manager of the Dallas operation is **Carl R. Greene. Keith Smith** was named contract installation supervisor.

Business Accessories' new national sales manager for Canada, **Scott Levey,** recently announced two new appointments for the Eastern seaboard. They are **P.J. Contract Sales** for New York City, and **G.J. Foos Associates** for Upper New York State and Western Pennsylvania.

Hudson-Shatz appointed **Robert Sutz,** vice president, finance, as partner. **Ron Kabitzke** is new vice president, field operations. **Frank Roberto** is assistant vice president, estimating.

"the single multi-service source"

for any or all of the following:

Technical Management In-house Expertise and Trained Personnel for

- American Seating
- Haworth
- Herman Miller
- Steelcase
- Westinghouse

Union Jurisdictional Coordination

- Carpenters
- Ironworkers
- Teamsters
- Electricians

Installation

INSTALLATION AND ASSEMBLY OF OFFICE FURNITURE SYSTEMS—DEMOUNTABLE PARTITIONS/CONVENTIONAL FURNITURE

ON-GOING MAINTENANCE PROGRAMS/POST-INSTALLATION SERVICES

FABRICATION/ASSEMBLY/DISASSEMBLY OF STEEL SHELVING

Relocation

TURNKEY RELOCATIONS—(Including Data Processing/Electronic Equipment)

LOCAL/NATIONAL/INTERNATIONAL COMMERCIAL MOVING
affiliated with north American Van Lines

WAREHOUSING/STORAGE FACILITIES
400,000 square feet in Manhattan—5 locations

RIGGING/HOISTING

Refurbishing

ELECTROSTATIC REFINISHING OF METAL FURNITURE/RETOPPING

WOOD REFINISHING/POLISHING

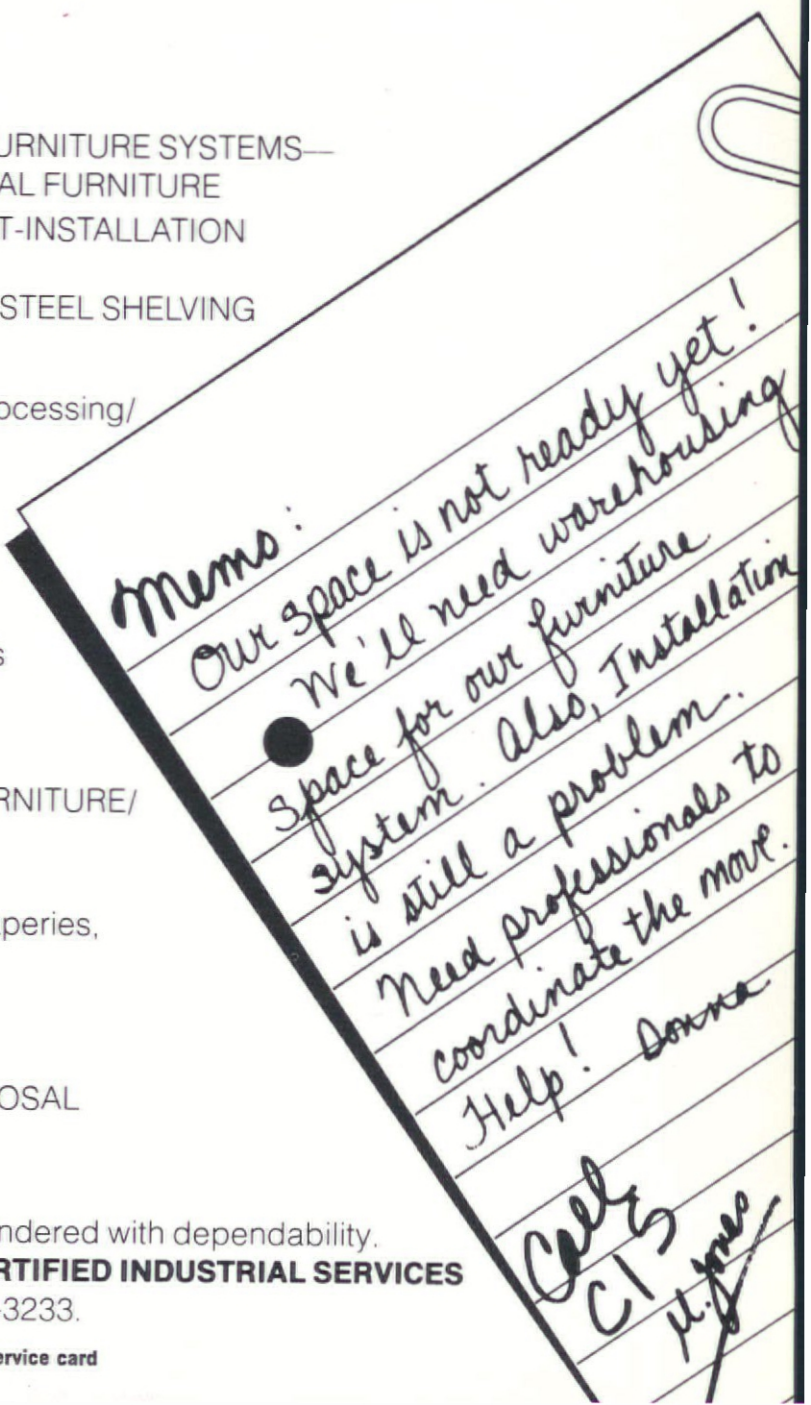
CLEANING SERVICES—Panels, Carpeting, Draperies, Upholstered Furniture

REUPHOLSTERY/VINYL REPAIR

and . . .

SURPLUS FURNITURE/STEEL SHELVING DISPOSAL

COMPUTERIZED INVENTORIES



Our Fortune 500 clients think our services are rendered with dependability. Let's talk about your projects, large or small, **CERTIFIED INDUSTRIAL SERVICES** 4 Park Avenue, New York, N.Y. 10016, (212) 683-3233.

Circle 89 on reader service card

Endangered Species.









Habitat.

In an earlier America, every living thing enjoyed its rightful place. Our abundant country provided wild animals with every environment needed for their survival—green forests, lush wetlands, untouched deserts, and clear, free-flowing rivers.

Over the years we have made good use of our lands, waterways and other resources. But we have also needlessly defiled and destroyed many of them. Today, many of these areas, like some of the animals they once supported, are endangered species.

- In Maine on the St. John River, a proposed, unnecessary dam threatens 500,000 acres of habitat that now provide food, water and cover for moose, lynx, bobcat, osprey, and deer.
- In California's Dove Springs Canyon, reckless use of motorcycles and other off-road vehicles is driving more than 75 species of birds, reptiles and mammals from their desert home.
- In Nebraska, diversions of water are menacing the habitat of the rare whooping crane, a few surviving bald eagles, and millions of migratory waterfowl at the Big Bend of the Platte River.
- In Louisiana's Atchafalaya Basin, a plan to drain and cultivate 800,000 acres of wooded wetlands would wipe out the home of more than 300 species of birds, 50 species of mammals, and countless thousands of aquatic creatures.

These are just some of the endangered habitats the National Wildlife Federation is working to save. We can't turn back the clock, but we can protect habitats we still have. Without them, there will be no wildlife.

Join us. Write Department 201, National Wildlife Federation, 1412 16th Street, N.W., Washington, D.C. 20036.

Save A Place For Wildlife.

NATIONAL WILDLIFE FEDERATION



TRICKS OF THE TRADE, EXPLAINED.

To be a blinding success, just use your imagination. And the Blind Imagination of Bali one-inch blinds.

When you specify Bali, you'll be giving your building a more uniform appearance. With none of the visual distractions so common with drapes.

That's only our outside story.

Our inside story is this: Bali Blinds do a better job controlling light than other types of window coverings. That saves energy. Even when they're wide open, Bali Blinds still work at 25% efficiency.

Bali saves time, too. Because when it's time to move walls as office arrangements change, inside and recessed or pocket-mount blinds don't have to be moved.

But there's one thing Bali won't leave to your imagination. That's our specifications.

Bali Blinds have been specified in a simple CSI format to permit ready reference for procurement packages.

And we'll make these specs available to you, for you to write your requirements around them.

So, if you want to be a blinding success in business, build around Bali. And use the coupon below for a copy of our brochure, No. 8005.

BALI BLINDS
© Marathon Carey-McFall Company, Loyalsock Avenue, Montoursville, Pennsylvania 17754. Division of Marathon Manufacturing Company.

Send me *Brochure No. 8005*, free.

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____

BALI BLINDS

BALI IS BLIND IMAGINATION.

Circle 90 on reader service card

1981

November 7-13. NYMM New York Showrooms Show. New York Merchandise Mart, New York.
November 8-11. International Hotel/Motel & Restaurant Show. New York Coliseum, New York.
November 10-12. International Energy Management & Facilities Improvement Show. Expocenter, Chicago.
November 19-22. Comdex. Las Vegas.
November 30-December 2. Office Landscape Users Group Symposium. Los Angeles.
December 1-4. American Hotel & Motel Association's 70th Annual Convention. Sheraton Waikiki and Royal Hawaiian Hotels, Honolulu.
December 7-9. Lighting World International. Sheraton Centre, New York.
December 7-9. National Conference on Computer Graphics. Washington, D.C.
December 7-11. Computer-Aided Facility Management Course. Facility Management Institute, Ann Arbor, MI.

1982

January 3-8. Furniture, Lighting, and Accessories Market. New York Merchandise Mart, New York.
January 8-13. Largest International Floor Covering Exhibition (LIFE). Merchandise Mart, Chicago.
January 16-21. Winter Home Furnishings Market. Showplace Square, San Francisco.
January 22-24. International Interdisciplinary Conference on Barrier-Free Design. United Nations HQ, New York.
February 18-20. National Office Products Association (NOPA) Western Convention and Exhibition. Los Angeles Convention Center, Los Angeles.
February 26-March 1. American Association of School Administrators (AASA) Convention. New Orleans.
March 19-21. West Week '82. Gateway to the Pacific. Pacific Design Center, Los Angeles.
April 1-4. Design Focus '82 Miami. Coconut Grove Exhibition Center, Miami.
April 4-7. Kitchen/Bath Industry Show. Georgia World Congress Center, Atlanta.
June 15-18. NEOCON, National Exposition of Contract Interior Furnishings. Merchandise Mart, Chicago.

Foreign Trade Shows 1981

November 8-12. International Domestic & Contract Textiles Exhibition (DACTEX). National Exhibition Centre, Birmingham, England.
November 10-15. International Furniture Show. National Exhibition Centre, Birmingham, England.
November 15-19. International Exhibition of Design for Interiors (INSCAPE '81). Barbican Centre for Arts & Conferences, London.
December 7-10. Inter-wood '81. Expo Center, Hotel del Mexico, Mexico City, Mexico.

1982

January 19-24. International Furniture Fair. Exhibition Centre, Cologne, Germany.



Circle 91 on reader service card



Circle 92 on reader service card

Melamine

It's Our Only Product



The natural beauty of soft wood grains. The look and texture of fine hardwoods. In panels that are heat, stain, peel, warp and fade resistant from Funder.

Designed to meet your toughest applications; your most precise requirements. Fifteen years of innovative processing techniques developing and perfecting specially formulated and cooked resins.

Quality control and continued leadership in performance, service and product creativity.

Funder's one product...melamine. Consistently superior in versatility. From wall systems to contract pieces, store fixtures to case goods to kitchen cabinets. A product flexible in its potential.

Melamine panels from Funder. It's our only product. To join the acknowledged leader call or write today.

FUNDER®

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Mocksville, North Carolina 27028
704/634-3501 Telex: 80-6400

Circle 93 on reader service card



On August 3, 1492, Christopher Columbus set sail from Spain, seeking honor and wealth by establishing new trade routes with India. Since he had miscalculated the circumference of the earth by 6,331 miles, he was destined to spend years in a vain search for the mainland of Asia. In 1502 he died poor and forgotten.

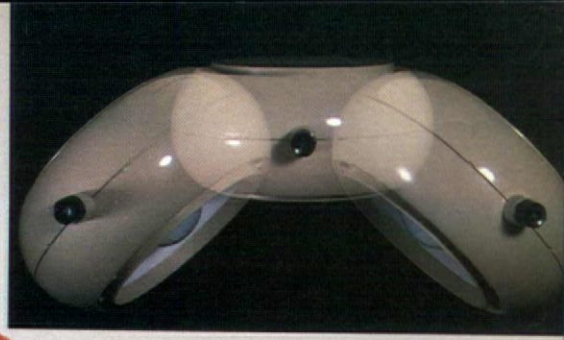
If you want to reach spice merchants, pick the right continent.

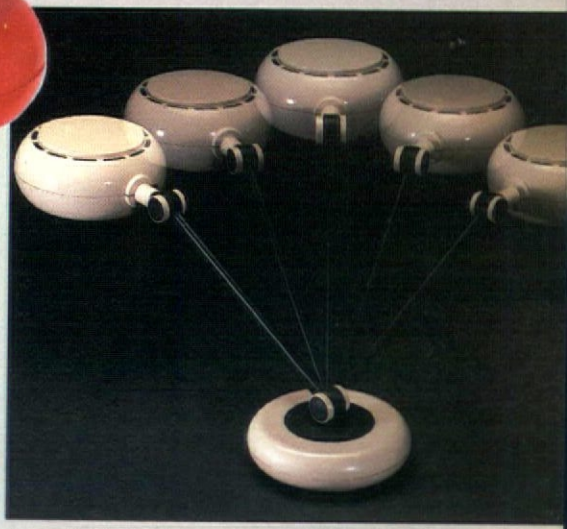
Success is always easier to grasp if you're in the right place, talking to the right people. BPA-audited (Business Publication Audit of Circulation, Inc.) magazines let you know exactly where your ads are going. BPA audits the job title and description of people who receive our magazines, so you know to whom you're talking.

BPA We count, so your ads will.

This BPA-audited magazine donated the space for this ad, with creative and production costs contributed by BPA agency and advertiser members.



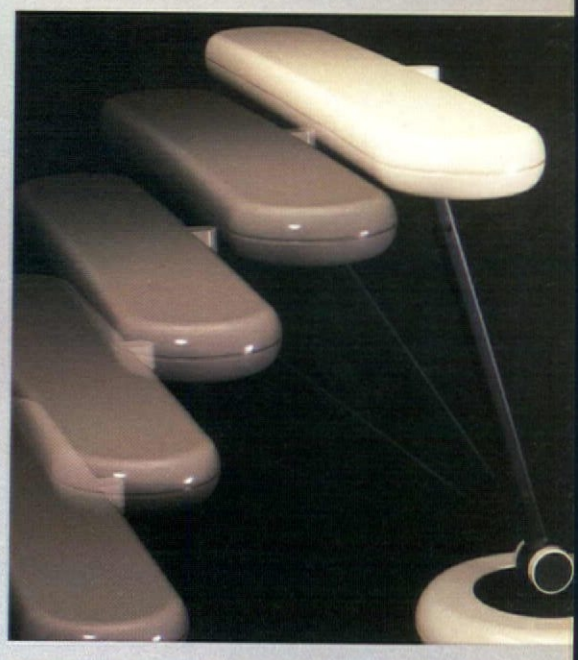




20//20™

by Park Sherman

THE TASK MASTER

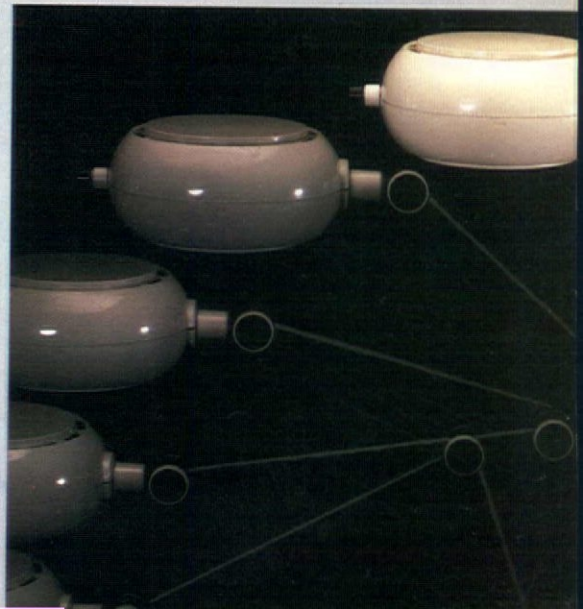


New environments in the home and office have created a need for better task lighting. Park Sherman responds with a far reaching series of task lamps that give you glare free lighting beautifully.

20/20's simple beauty is apparent the instant you look at it. But its beauty isn't just skin deep. 20/20 has been masterfully designed to bridge the gap between form and function by utilizing exclusive torsion spring balanced arm movements. To allow you to gently glide 20/20 over any desk top surface with minimum effort.

20/20 is manufactured in the U.S.A. to Park Sherman's traditional standards of excellence and is available in both incandescent and fluorescent models.

For a complete catalog write or call: Park Sherman



Park Sherman

a division of Ketcham & McDougall, Inc.
465 Eagle Rock Avenue
Roseland, N.J. 07068
(201) 228-3600 Telex 138665

20/20 lamps designed by Sam Lebowitz UL Listed Made in U.S.A. Patents Pending

Circle 85 on reader service card

THE $3 MILLION COMPUTER-ADJUSTABLE CHAIR OF THE '80s





No one person could develop the revolutionary Labofa Labomatic Digital Chair.

It took a dedicated team of designers and computer experts, headed by Jacob Jensen and Vibeke Leshly.

The effort was expensive.

But the results will change the seating habits of the world.

The Labomatic Digital Chair meets all known international seating standards. It is so fully adjustable, it will adapt to *every* individual build and working habit.

No matter if two or three different people use the same chair throughout the day, they can quickly and automatically return the adjustment precisely to their correct position.

A touch of the button and you can lower or raise the seat height from 39 to 57 cm.

Adjust the backrest back and forth from 38 to 43 cm. Or up and down from 16 to 26 cm.

Change the seat angle from 10° to −4°.

Move the armrests up and down from 19 to 25 cm. Or out from 40 to 50 cm.

The Labofa Labomatic is available in a variety of configurations and fabric coverings.

For more information on this revolutionary computer-adjusted chair of the '80s, call or write us today.

FoF

functional office furniture

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(415) 457-4143 • Cable: FOFSF • Telex: 34729

Circle 96 on reader service card



Stop dirt at the door with style!

Construction Specialties gives you two elegant new ways to control tracked-in dirt, mud and slush.

C/S Pedigrid is a complete system of permanent recessed treads that allow dirt to fall between heelproof rail openings into a cleanable recess below.

C/S Pedimat offers the flexibility of surface-mounted installation, in addition to recessed application, and provides relief in foot-fatigue situations.

Pedigrid and *Pedimat* do the jobs that have to be done—stopping dirt, mud, sand, and water at the door; reducing interior floor maintenance; protecting the safety of visitors and workers. At the same time, both *Pedigrid* and *Pedimat* build the designer's palette with a broad range of contemporary colors, textures and surfaces including Dupont Antron III® carpet.

PEDIGRID/PEDIMAT

Pedigrid/Pedimat is custom fabricated to any size or shape. *Send for literature!*

Circle 97 on reader service card

Construction Specialties, Inc. C/S *• Muncy, PA • San Marcos, CA • Mississauga, Ont.*

U.S. Patent Nos. 4,112,640; 4,029,634; 3,783,471 Canadian Patent No. 967,313

CONTRACT'S Construction Lead Service

Bringing Specifier/Buyers And Suppliers Together



CONTRACT'S Construction Lead Service, a free monthly report on new and remodeled contract jobs in the planning stage, provides suppliers with exclusive leads to current installations and offers specifier/buyers easier access to products and services.

CONTRACT readers get the special literature, rep attention and manufacturer services that your projects require. Just fill out the "construction activity" portion of the Reader Service Card in any CONTRACT issue. It's the free, simple way to reach manufacturers eager to meet your immediate needs.

CONTRACT advertisers get key details such as name of job, type of project, location, purchase deadlines, projected budget, type of furnishings, name of contact and more on contract installations in the immediate or near-future specification stage. You get a free report every month your ad appears in CONTRACT ... or a full year of reports with a six time schedule.

Construction Lead Service ... Another Industry-Wide Service From The All-Contract Magazine.

Contract

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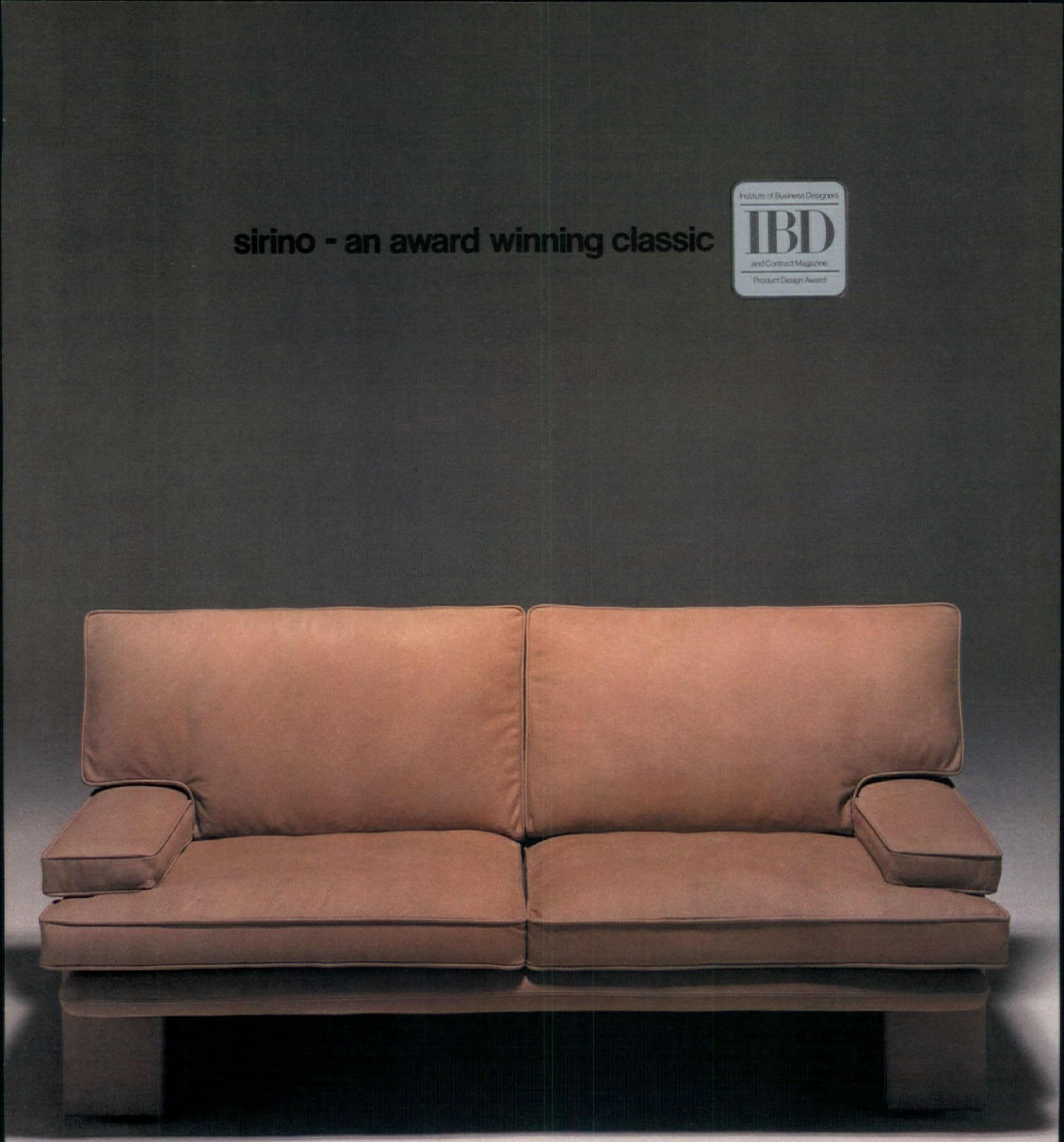


Contract WINNER'S CIRCLE

Advertisers in this special Winner's Circle are among Gold and Silver Medallion and Honorable Mention winners in the IBD/CONTRACT Product Design Competition. A full report on all winning firms and their products is detailed for readers on page 134.

sirino - an award winning classic

Institute of Business Designers
IBD
and Contract Magazine
Product Design Award



1981 IBD silver medallion design award

brayton international collection

sirino: design by michael knoll
walter k. collection

HEADQUARTERS: P.O. BOX 7288, HIGH POINT, N.C. 919/434-4151, TELEX 578431

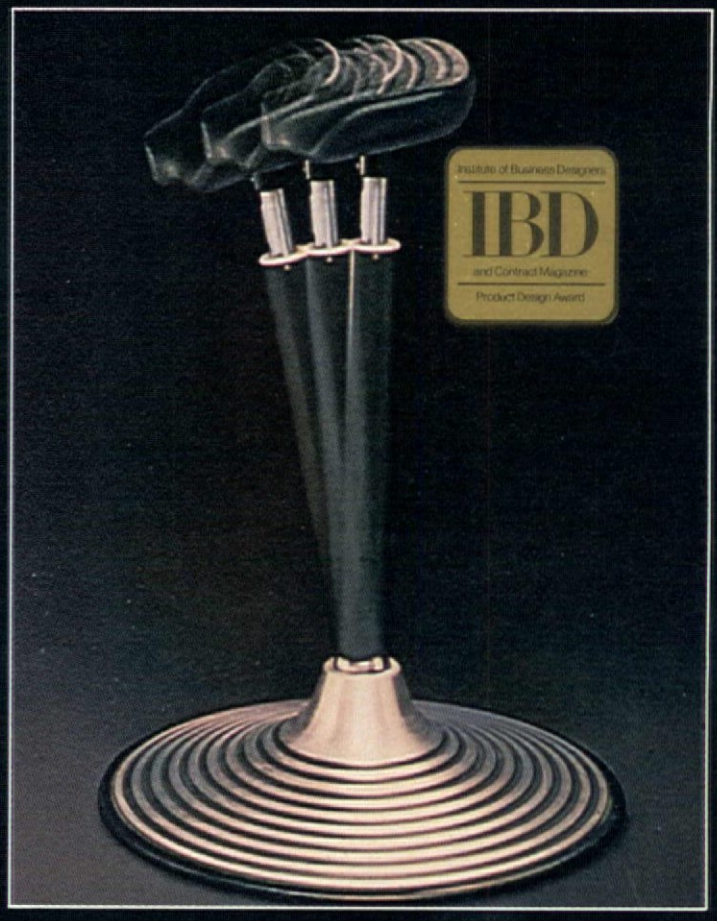
U. S. SHOWROOMS:

BOSTON	617/423-0040	DENVER	303/825-5093	MINNEAPOLIS	612/872-0510
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DALLAS	214/747-7130	LOS ANGELES	213/652-5450	ST. LOUIS	314/241-8431

Circle 99 on reader service card

SIT-STAND™

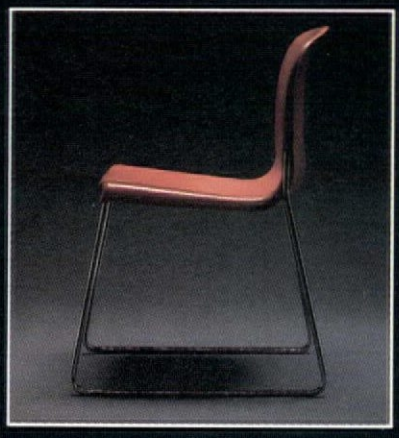


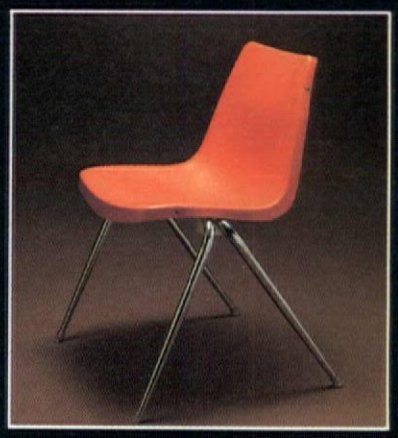


best of competition

FIXTURES SIT-STAND™ — "Gold Award and Best of Competition" in this years IBD and Contract Magazines Product Design Competition. The seat for people who must stand to work.







Other WINNERS from FMC Ltd.

"discovery"™ — Winner of the "STUTTGART design 81' award and our winner in office seating. Rich styling, excellent construction resulting in sensible office seating.

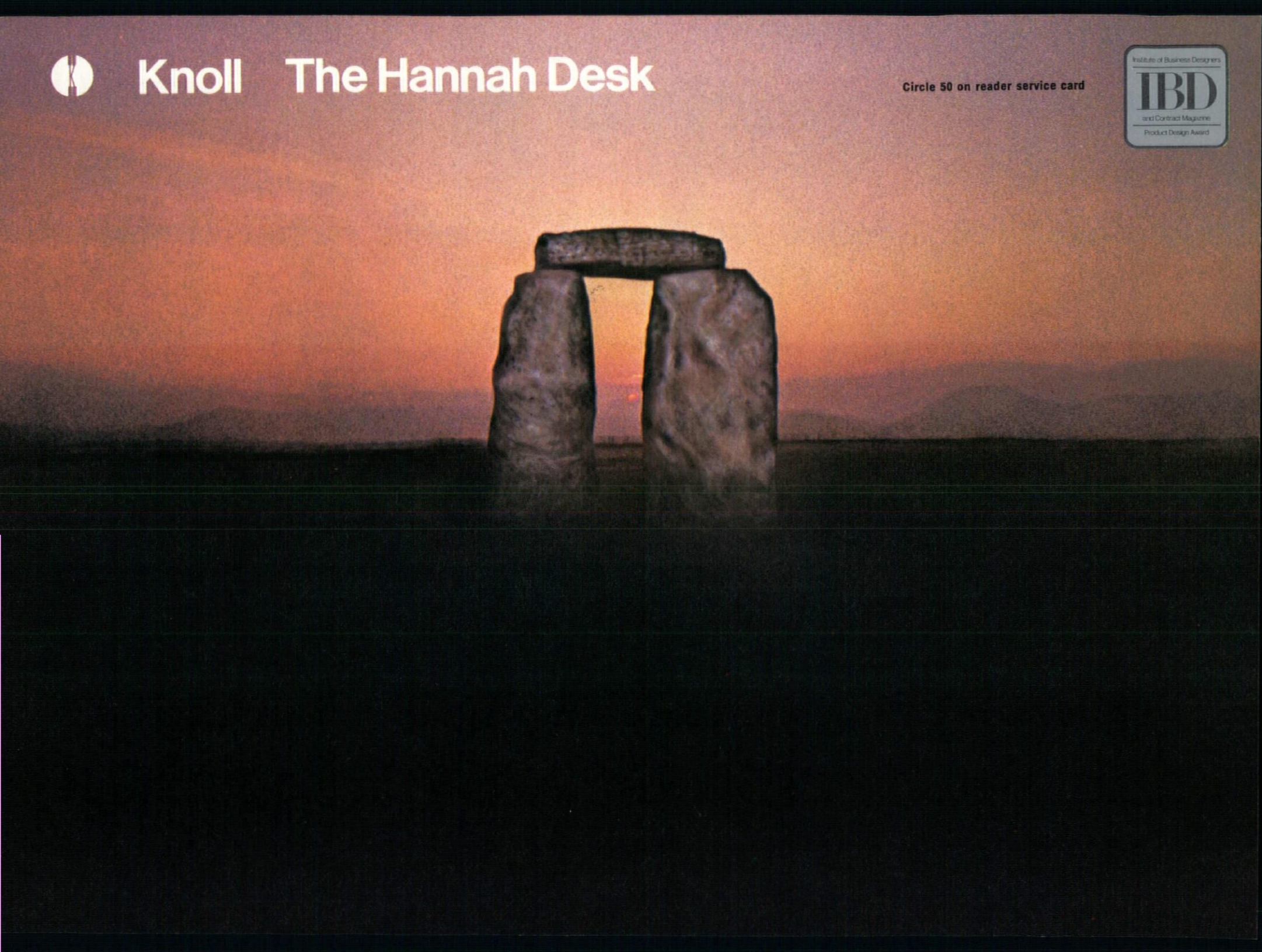
"d chair"™ — Introduced at NEOCON XIII, durable and amazingly comfortable with the ability to move with its occupant. It's clean lines are highlighted in beautiful contemporary colors.

Astro® Classic — Over 4,000,000 sold since 1961 and still shipping over 4,000 per week.

FixturesFMC Ltd.

1642 Crystal, Kansas City, Missouri 64126
Call toll free **1-800/821-3500**, 816/241-4500 • Telex: 434218 Fixtures KSC

Circle 100 on reader service card


Knoll
The Hannah Desk
Circle 50 on reader service card
Institute of Business Designers
IBD
and Contract Magazine
Product Design Award



From the first architectural principle comes the first truly modular desk. The Hannah Desk.

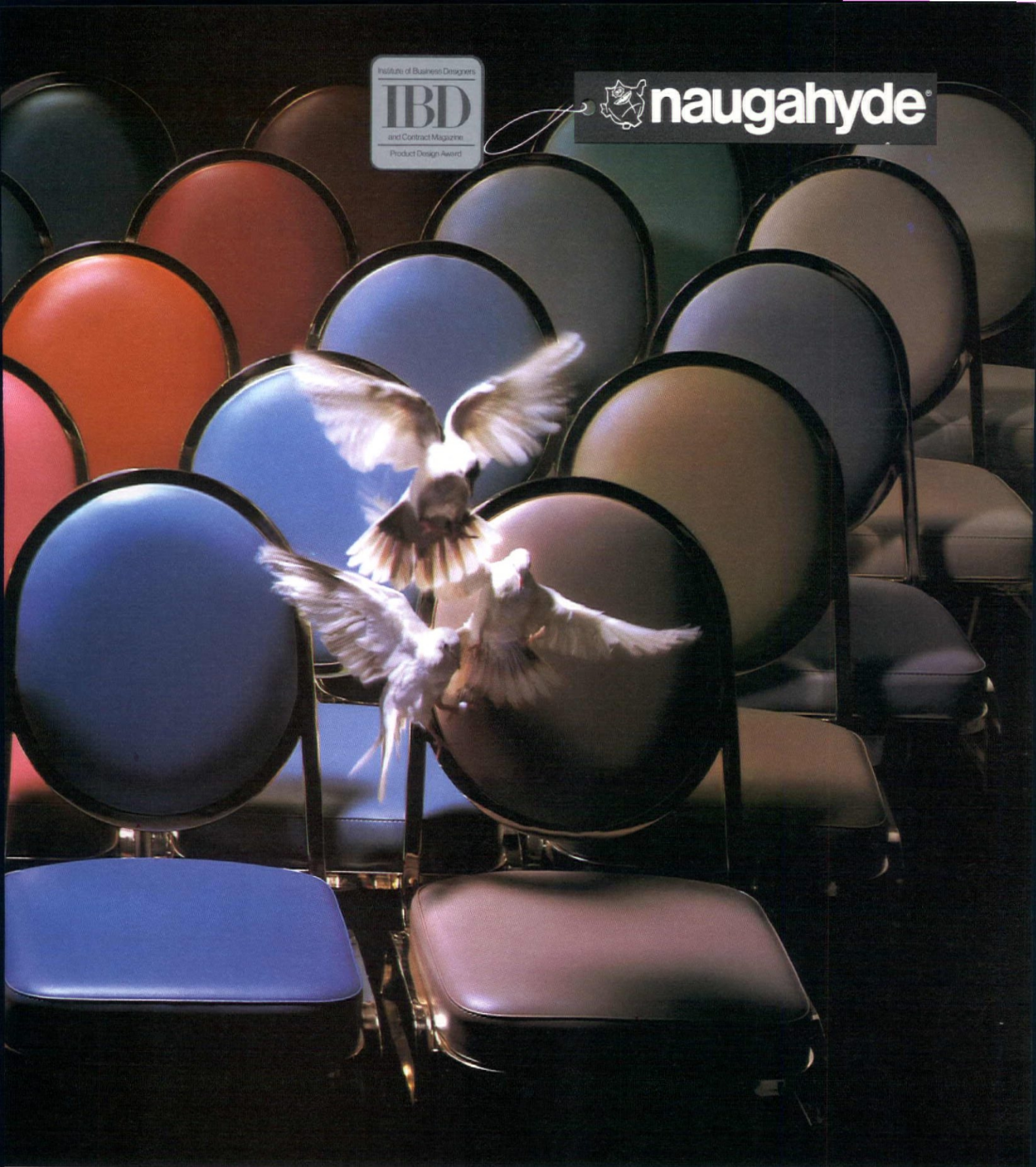
Gravity, and Bruce Hannah, have combined to produce a significant breakthrough in office planning: the creation of a totally flexible desk and cabinet system.

Until now, the desk has always been a fixed structure, the storage space inflexibly attached to and hanging from the top. Bruce Hannah's desk is just the opposite. The storage space, or pedestals, support the top – the posts supporting the lintel, architecturally speaking. Consequently, the pedestals are not permanently attached.

The result? For the first time, the furniture within an open plan office is as flexible as the walls of the office system. And equally important, for the first time, you can have total flexibility within conventionally planned offices.

The benefits? For the end user, a desk that changes as his or her needs change. For you, on-site flexibility. And an installation that will look as good years later as it does on the day of completion. And for both, the quality and aesthetic excellence you expect from Knoll. At a price you may not expect. We invite you to write for the fully detailed Hannah Desk brochure. Knoll International. The Knoll Building, 655 Madison Avenue, New York, NY 10021.


COLOR.
LIKE NEVER BEFORE.
Wood Rose. Soft Peach. Ocean Grey. Butter Cream. And 26 more.
The new Neochrome Collection of
Naugahyde® Brand Fabric.

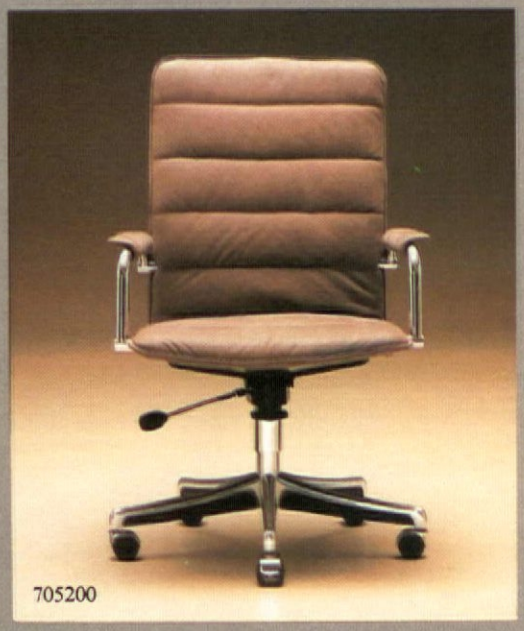


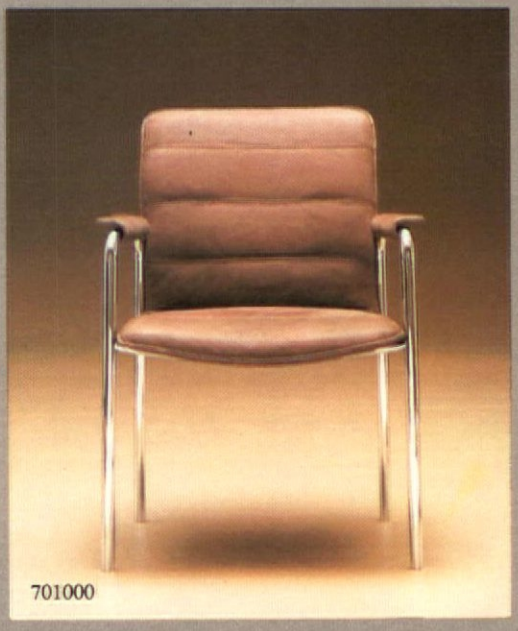
Shelby-Williams knows why we made it — to let you be dazzling, quietly. Contact your Naugahyde Representative. Or, write the Naugahyde Work Force: 312 North Hill Street, Mishawaka, Indiana 46544. NAUGAHYDE/AT WORK FOR YOU.

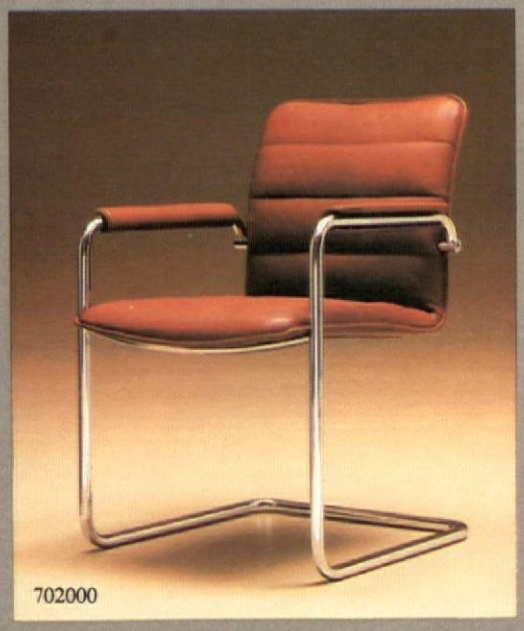
Circle 101 on reader service card

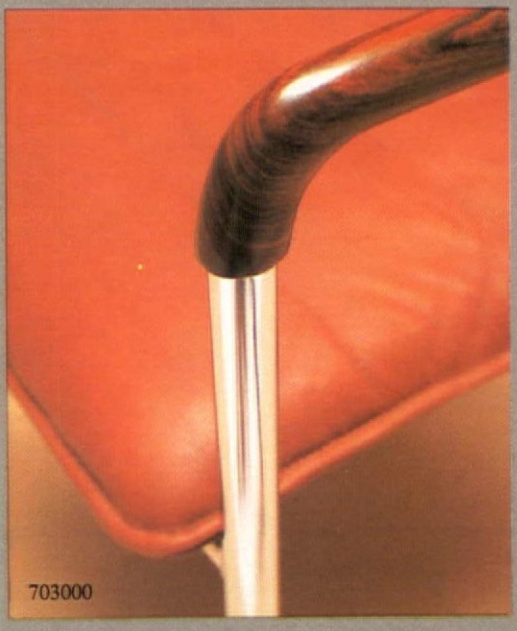
artCollection

Series: GAMMA Licensed from Dreipunkt/Germany, Design by Dreipunkt Ac-team









Gamma is a collection of office seating designed for the unique combination of efficiency, comfort and simplistic beauty. The clean European styling adds a light elegant feeling to any modern work area. And, when combined with any selection of our Conference Group tables a perfectly coordinated working environment is easily achieved.

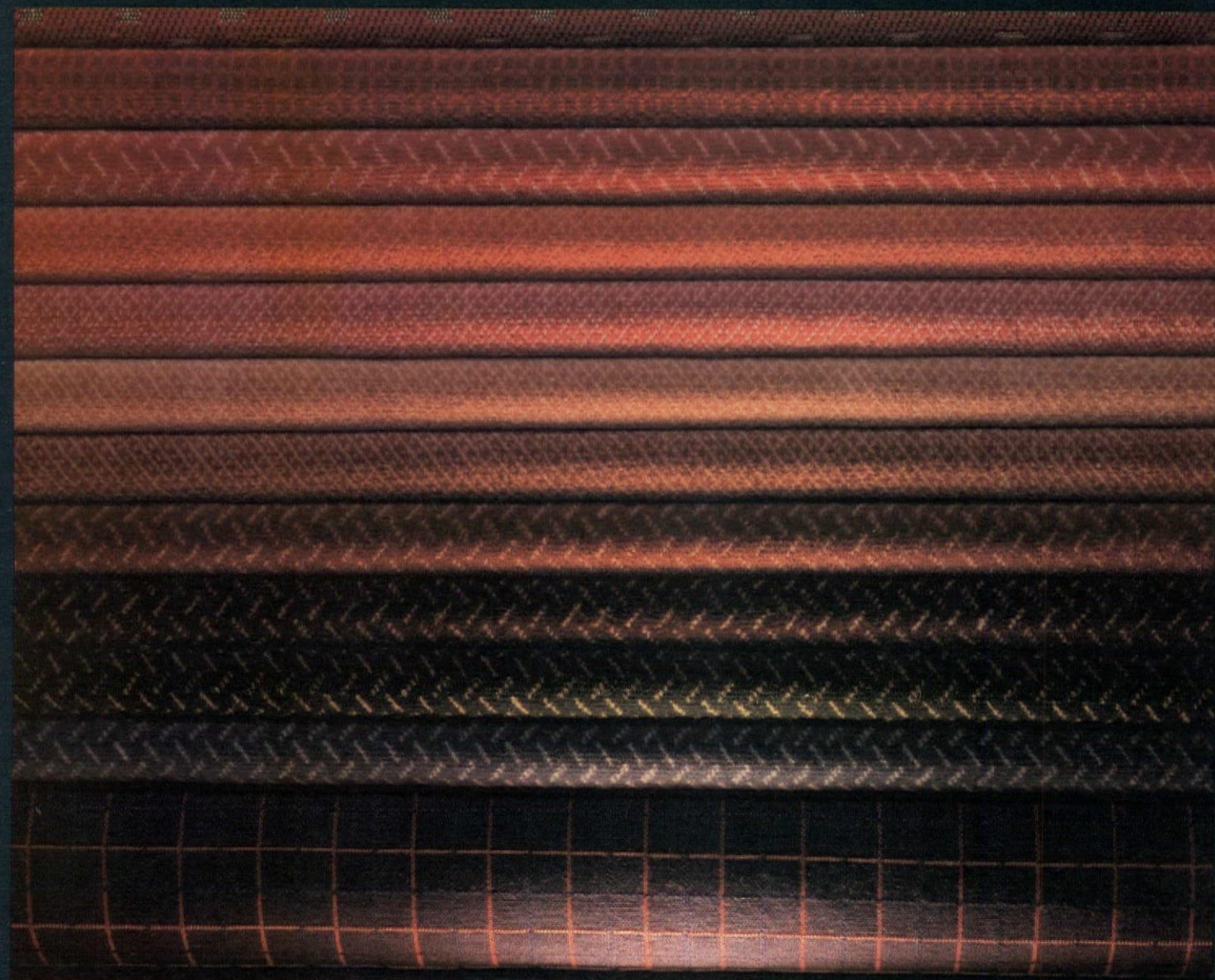
Made in United States and Canada by

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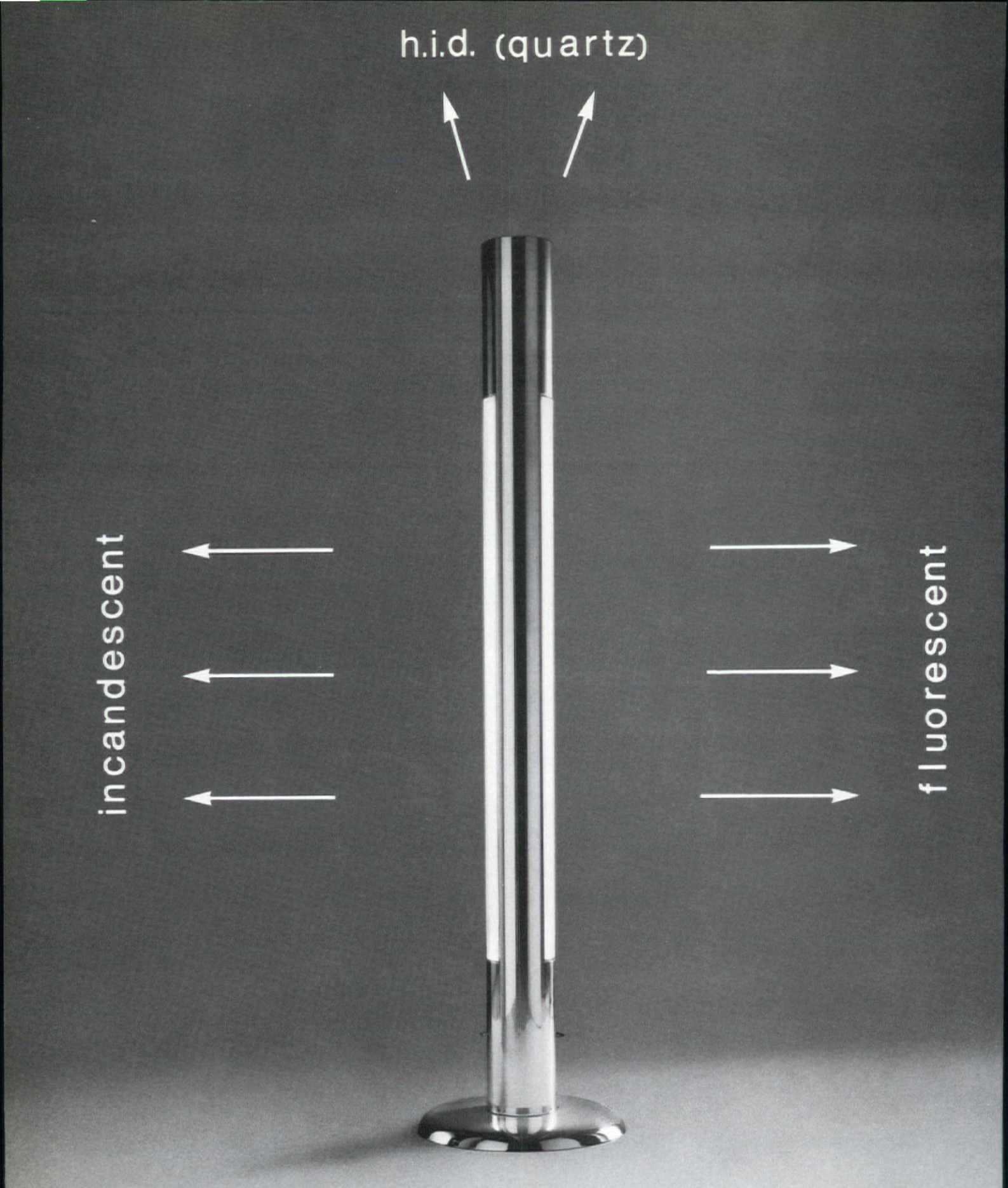
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Arc Com
FABRICS

ATLANTA, BOSTON,
DETROIT, HOUSTON, LOS ANGELES,
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Institute of Business Designers
IBD
and Contract Magazine
Product Design Award

Circle 103 on reader service card



TRIPLE LIGHT SOURCE FLOOR LAMP

sources can be used singly or in various combinations.

I.B.D. 1981 Award

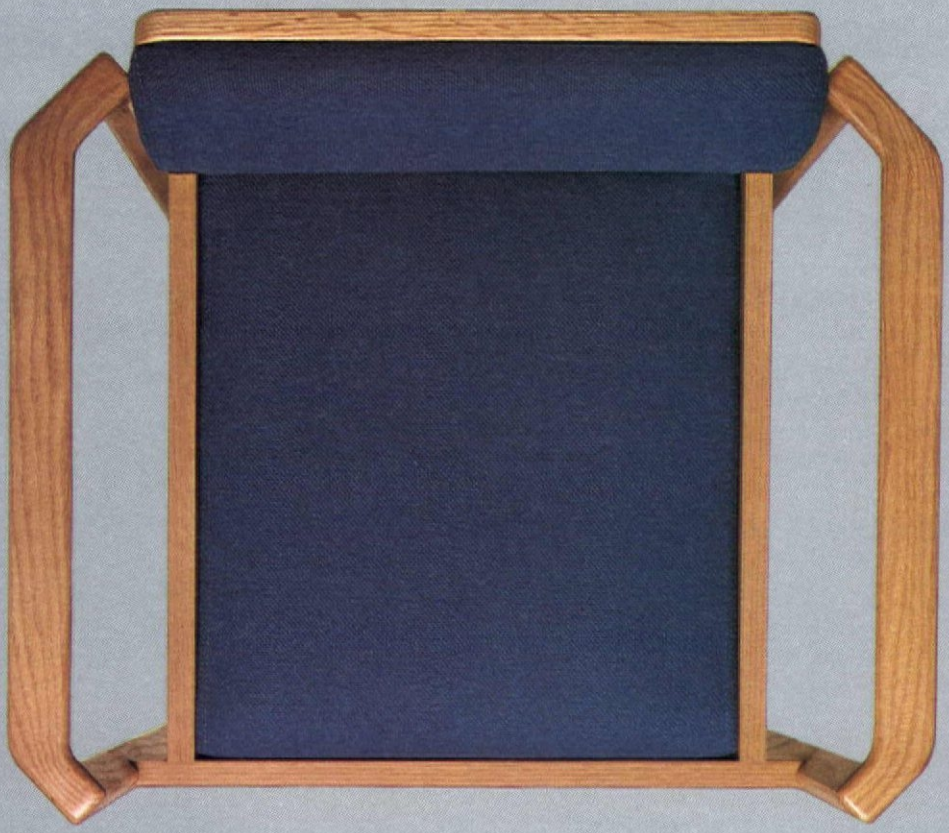
Designer—Paul Mayén

Institute of Business Designers
IBD
and Contract Magazine
Product Design Award

Architectural Supplements Inc.
(a subsidiary of Habitat International, Ltd.)
341 A East 62nd Street
New York, New York 10021

Circle 104 on reader service card

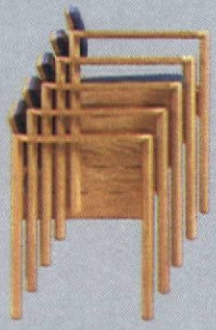
DIAMONDS::
ARE FOR EVERYWHERE



Subtle facets achieved by positioning legs at a 45° angle to maximize the strength of the solid oak frame. The Diamond Collection. Multi-purpose seating by Leif Blodee, for Kimball.



SINGULAR
Guest-conference seating for executive applications



PLURAL
Stackable auxiliary seating for corporate meeting areas

Institute of Business Designers
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Circle 105 on reader service card

Circle 106 on reader service card

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IBD Honorable Mention!

Peter Pepper Products model 7000 fiberglass table with 4 chairs, designed and manufactured by our Canadian affiliate, Plastiglas Industries.

Many possibilities exist for the designer, architect and specifier to express new ideas in fiberglass for countless types of installations such as shopping centers, malls, airports, offices, etc.

Special attention is not only paid to design innovations and implementation, but also of course, to material selection, quality and 'on-time' production.

All to ensure ultimate customer satisfaction.

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or is it?

Nevamar introduces Matrix, the first "solid" laminate with visual texture.

From a distance, it looks like a solid... but up close, it has subtle visual texture. It's Matrix from Nevamar... an entirely new way to look at laminates.

Developed in direct response to designer requests, Matrix is not a reproduction of any other product. It's a completely original, non-directional laminate design that doesn't look like anything... except Matrix. It's totally unique, a concept that took two years of design research and a new surface, Nevamar ARP™ Surface, to perfect. And its possibilities are limitless.

The initial four colors ... Gray, Mauve, Mocha and Greige... are compatible with many Nevamar solids, too. For samples, call toll free, 800-638-4380. Or write Nevamar Corporation, Odenton, Maryland 21113.



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DECORATIVE LAMINATES

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Product Design Award

LAZARUS FABRICS

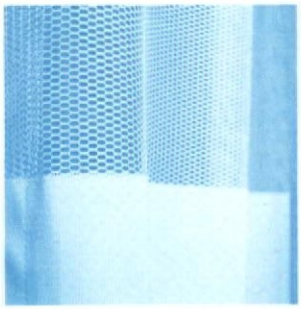
The Primary Source™

KOMPLETE KUBE®

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IBD 1981 Gold Medal Award Winner

- Body fabric & mesh knitted as one
- Body fabric & mesh – one color
- Completely seamless
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DuPont's Zelcon® Fabric Conditioner

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IBD/CONTRACT WINNERS EXEMPLIFY GOOD DESIGN IN PRODUCT COMPETITION

With a record total of entries — 257 in an expanded number of categories — objectives of the 13th IBD/CONTRACT Product Design Competition are being admirably met. The aim of the contest has been to honor good design. Readers will agree that this purpose has been realized on the following pages. CONTRACT joins the members of IBD nationally with two words to winning manufacturers and their product designers — well done! —**The Editors**

1981 CONTRACT KUDOS

36 products recognized in 13th annual design contest

BEST OF COMPETITION
Gold Medallion: Fixtures FMC Ltd.

DESKS & CREDENZAS
Gold Medallion: Herman Miller Inc.
Silver Medallion: Knoll Intl.
Honorable Mention: Hardwood House

CASEGOODS
Silver Medallion: Atelier Intl. Ltd.

TABLES
Gold Medallion: Ron Rezek/Lighting
Silver Medallion: Ambiant Systems Ltd.
Honorable Mention: Plastiglas Industries/ Peter Pepper Products

SYSTEMS FURNITURE
Honorable Mention: Panel Concepts Inc.

COMPUTER SUPPORT FURNITURE
Silver Medallion: Laminart Barcelona Inc.
Honorable Mention: Steelcase Inc.

CEILING SYSTEMS
Silver Medallion: Donn Corp.

PORTABLE LAMPS
Gold Medallion: Herman Miller Inc.
Honorable Mention: Architectural Supplements

LIGHTING
Silver Medallion: Laminart Barcelona Inc.
Honorable Mention: CLS Contract Lighting Systems

CHAIRS
Gold Medallion: Davis Furniture Industries
Silver Medallion: Davis Furniture Industries
Silver Medallion: Rudd Intl. Corp.

LOUNGE FURNITURE
Silver Medallion: Brayton Intl. Col.
Honorable Mention: Metropolitan Furniture Corp.

SPECIAL SEATING
Gold Medallion: Fixtures FMC Ltd.
Silver Medallion: Kimball Office Furniture

UPHOLSTERY FABRICS
Gold Medallion: JG Furniture Systems
Silver Medallion: Uniroyal Inc.

OTHER FABRICS
Gold Medallion: Indecor Inc.
Gold Medallion: Ametex Contract Fabrics

FABRIC COLLECTIONS
Gold Medallion: JG Furniture Systems
Silver Medallion: Arc-Com Fabrics Inc.
Silver Medallion: DesignTex Fabrics

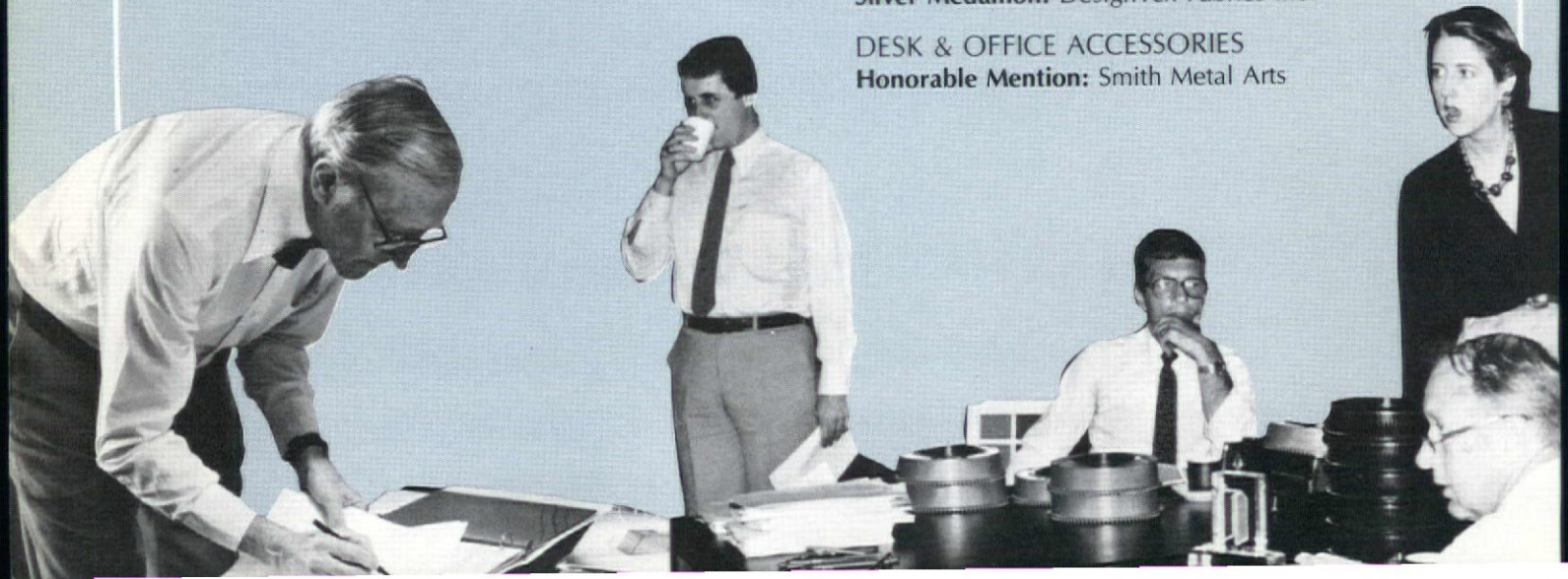
CARPETING & RUGS
Silver Medallion: Interface Flooring Systems
Honorable Mention: Mohawk Carpet

SURFACING MATERIALS
Gold Medallion: Nevamar Corp.

WALL COVERING
Honorable Mention: Coral of Chicago

WALL COVERING COLLECTIONS
Silver Medallion: DesignTex Fabrics Inc.

DESK & OFFICE ACCESSORIES
Honorable Mention: Smith Metal Arts



FIXTURES 'SIT-STAND' TAKES TOP AWARD IN '81 IBD/CONTRACT COMPETITION

Fixtures FMC Ltd.'s "Sit-Stand" stool, shown on the cover of this issue, is the winner of two gold medallion awards in the 1981 Institute of Business Designers/CONTRACT Product Design Competition. Best of Show award for the most innovative product of 257 submitted, and the top medallion in the category of Special Seating were accrued by the Kansas City, Mo. manufacturer.

Winners were selected by one of the toughest groups of jurors in the competition's 13-year history from a record number of entries in an expanded number of product categories. Competition categories were increased from 16 to 28 to encourage equal comparison of product types.

Eleven gold medallions were awarded out of a possible 29, including the Best of Show medallion, attesting to the stringent criteria used by judges. In addition, 15 silver medallions and 10 honorable mention awards were given winners in 19 product categories.

Winning designers were honored at a special competition awards dinner last month at the New York, New York disco. On the panel of judges for the contest were: Jo Heinz, FIBD, immediate past president, IBD; Ken Johnson, AIA, ISD Inc.; Torwald Torgersen, AIA, Container Corporation of America; Norman Millett, AIA, Perkins & Will; and John Kurtich, AIA, Art Institute of Chicago.





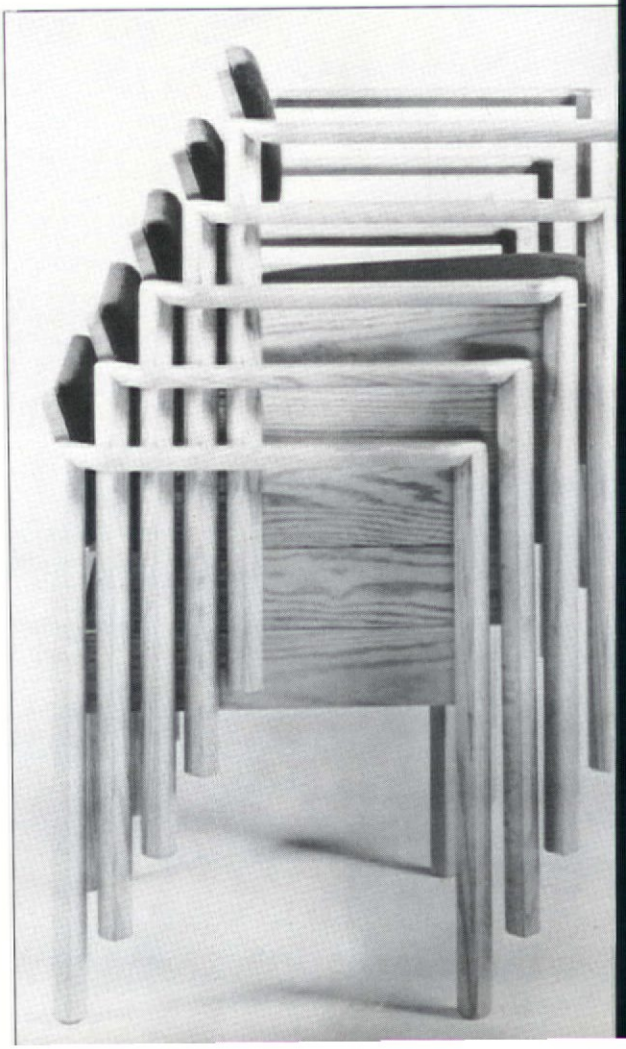
Fixtures FMC

TWO GOLD MEDALLIONS: BEST OF COMPETITION & SPECIAL SEATING

Fixtures FMC. Ltd., for Sit-Stand, designed by Alfred von Schuckmann. Circle No. 344.
"Presented the most innovative design to meet more needs in the contract industry.

"Solves a seating situation never properly addressed before – uses multi-purpose/functional design. A very comfortable, whimsical, action-type chair. A fun and exciting concept."

Kimball



SPECIAL SEATING

SILVER MEDALLION

Kimball Office Furniture,. for Diamond Stack Chair, designed by Leif Blodee.
Circle No. 363.

"Has unusual stacking characteristic. Ths is a central design point for a wooden chair."



Herman Miller

Knoll

DESKS & CREDENZAS

GOLD MEDALLION

Herman Miller Inc., for The Burdick Group, designed by Bruce Burdick. Circle No. 389.

"Glass, steel combination allows for flexibility and variety. Product is machine-oriented which lends to multiple uses in a corporate environment when creating systems."

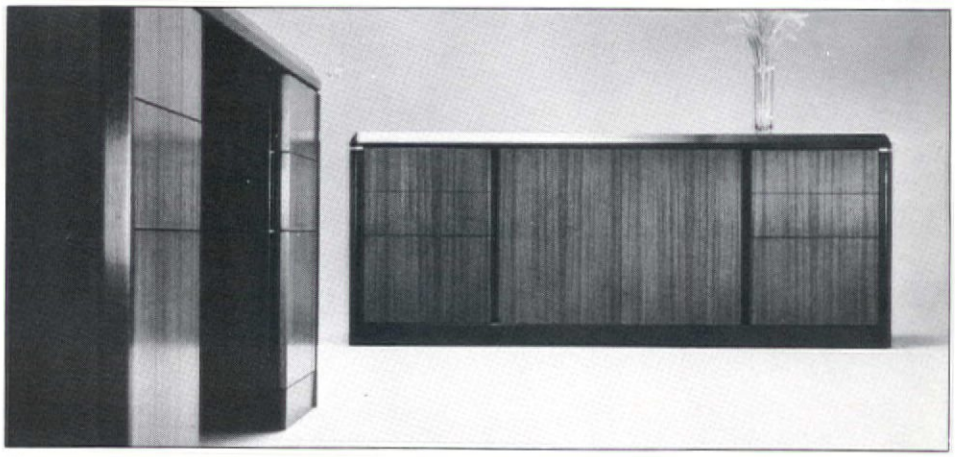


SILVER MEDALLION

Knoll International, for The Hannah Desk System, designed by Bruce Hannah. Circle No. 346.

"This is a slick idea...highly industrial. It has excellent storage capacity and its simplicity permits longevity and durability."

Hardwood House

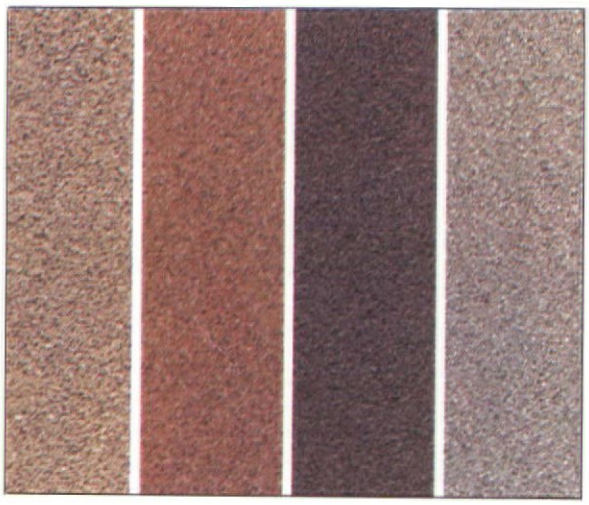


HONORABLE MENTION

Hardwood House, for Bevel Desk Collection designed by James Bayley. Circle No. 347.

"An elegant, beautiful piece of furniture lending to human needs in softness and form. It is transitional, has excellent wood finish."

Nevamar

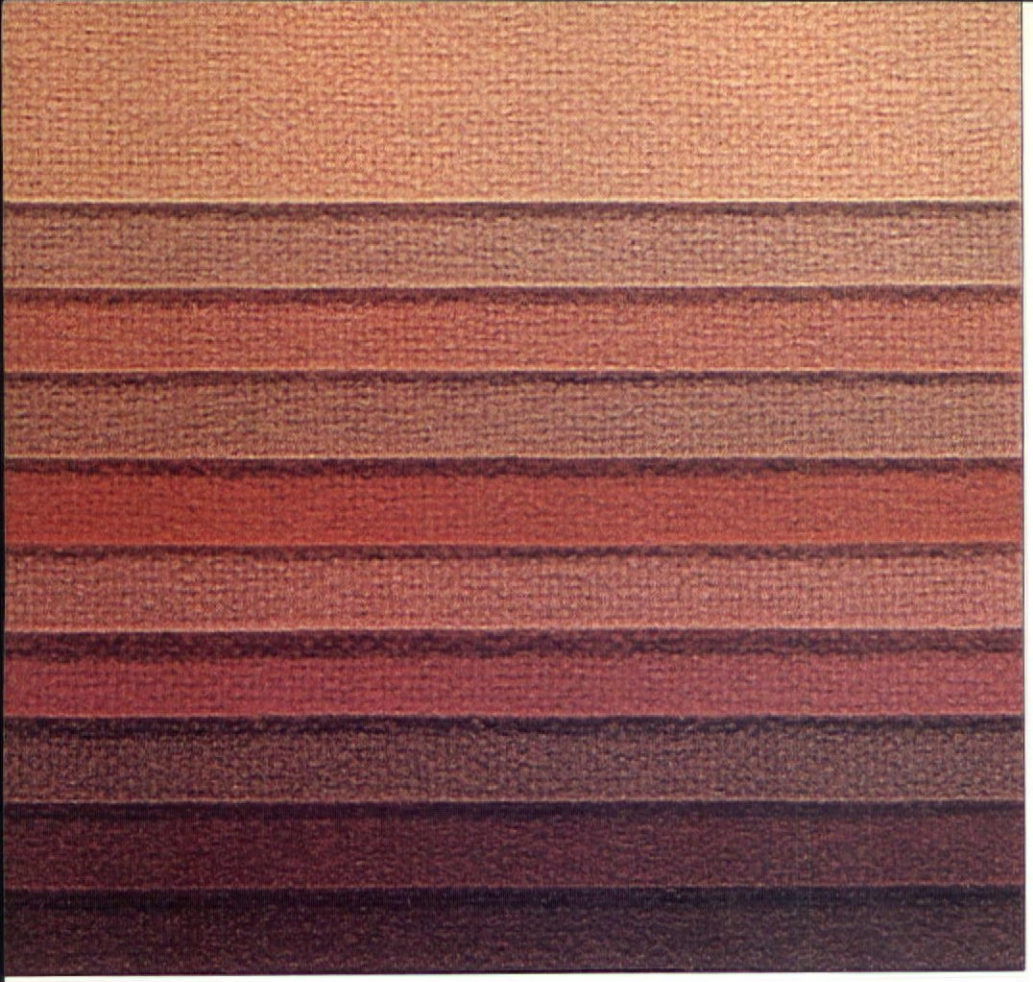


SURFACING MATERIALS

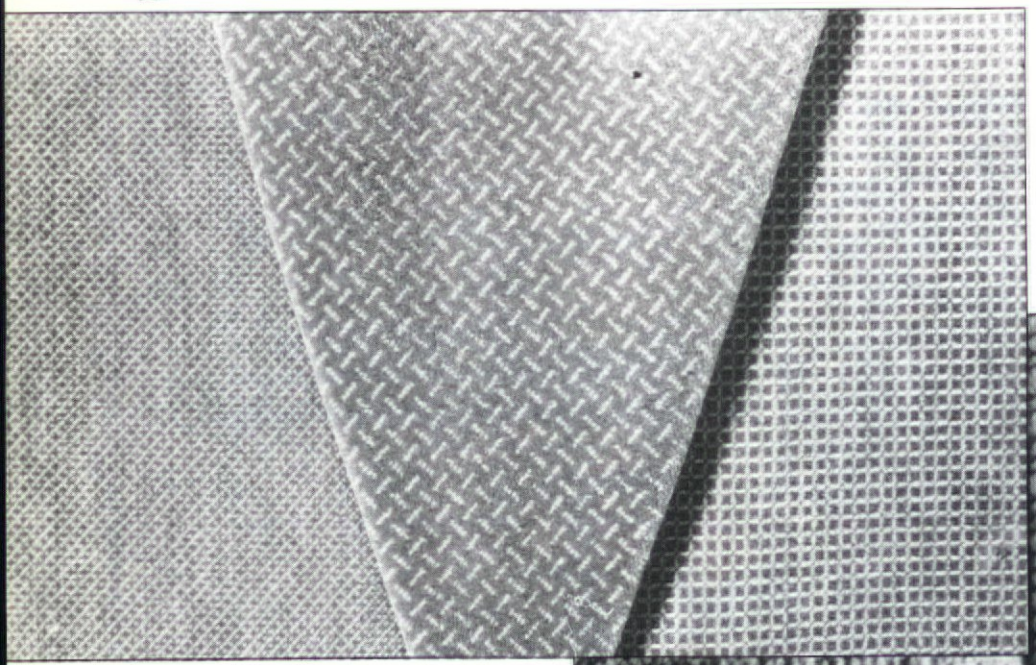
GOLD MEDALLION

Nevamar Corp., for Matrix/ High Pressure Laminate, designed by H.I. Scher and J.P. Murphy. Circle No. 372.

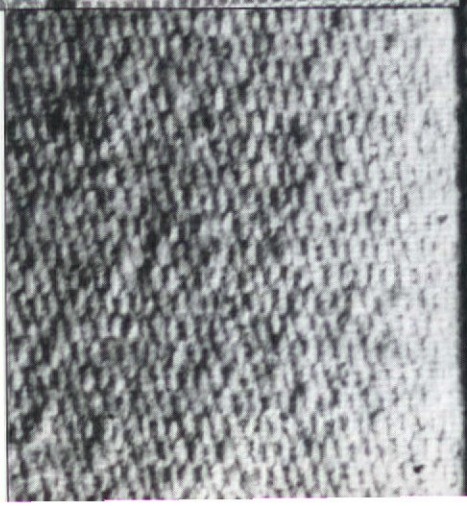
"Texture invites you to feel it, gives an image of depth. Appears suited to a range of surface situations."



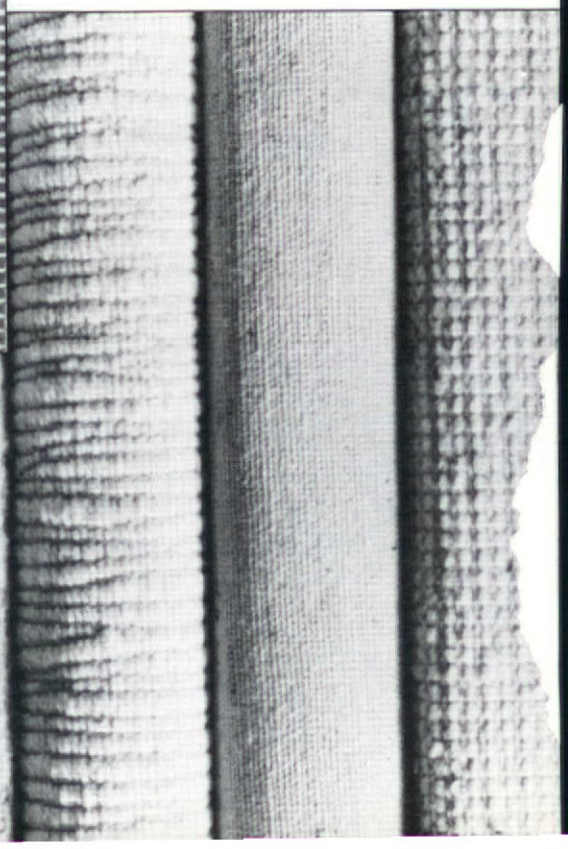
JG



Arc-Com



DesignTex



FABRIC COLLECTIONS

GOLD MEDALLION

JG Furniture Systems, for Koko Fabric Collection, designed by Miriam Sursa. Circle No. 390.
"Materials retain their natural quality in this collection."

SILVER MEDALLION

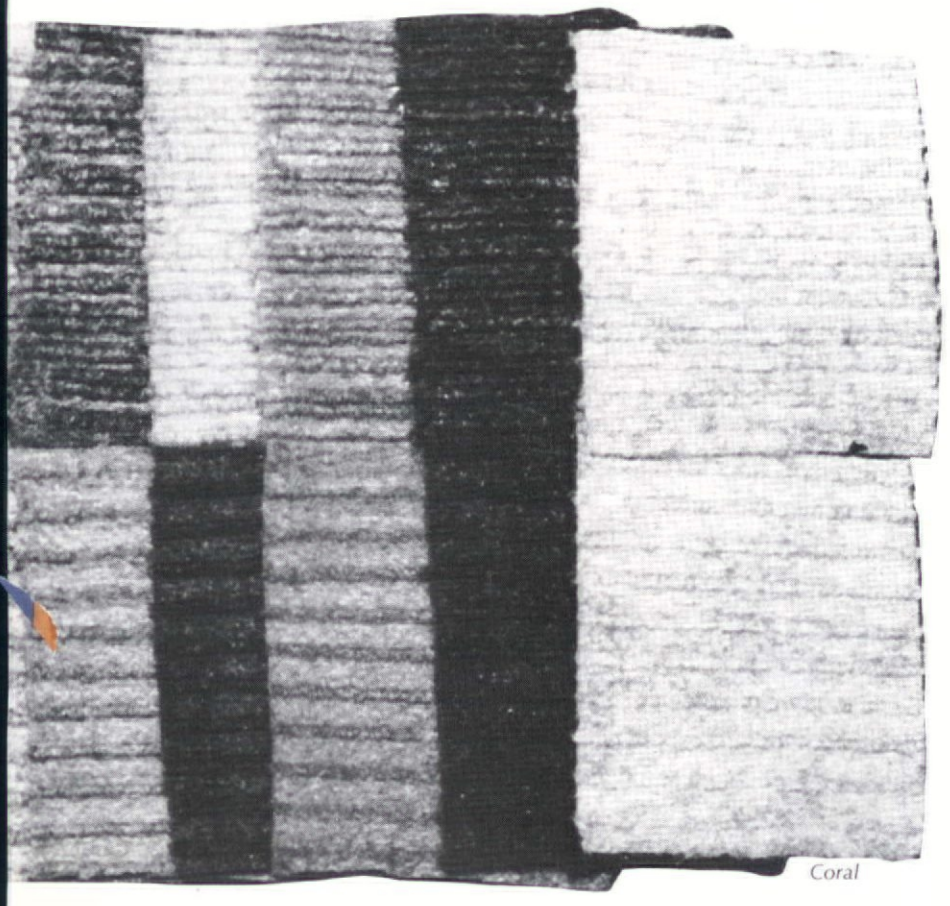
Arc-Com Fabrics Inc., for Compendium Wool Collection. Circle No. 368.
"Flat, subdued colors...elegant."

SILVER MEDALLION

DesignTex Fabrics, for Wool Naturals, designed by Hazel Siegel. Circle No. 391.
"There is soft variance of texture here. Handsome natural fibers in a wide range of textures."



DesignTex



Coral

WALLCOVERING COLLECTIONS

SILVER MEDALLION

Design Tex Fabrics, for Textured Walls II, by DesignTex Studios. Circle No. 369.

"Offers natural quality and contrast."

WALLCOVERINGS

HONORABLE MENTION

Coral of Chicago, for Channels, designed by Jerold Rosenthal. Circle No. 373.

"Line presents more texture and durability than most on the market. It is a good alternative to acoustical wall problems."





Laminart Barcelona

COMPUTER SUPPORT FURNITURE

SILVER AWARD

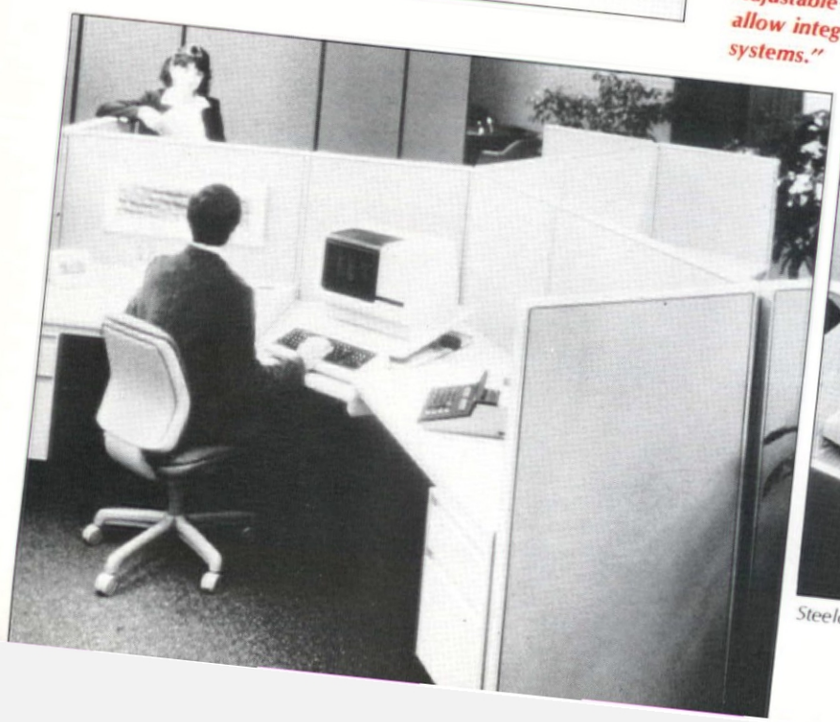
Laminart Barcelona Inc., for Computer Work Station, designed by Hector Coronado.
Circle No. 353.

"Futuristic design is highly engineered but yet suited to office usage."

HONORABLE MENTION

Steelcase Inc., for Ultronic 9000, designed by Ken Hozeski, Tom Wienczkowski, and Doug Grambush.
Circle No. 354.

"Cleanliness in design flexibility is evident here. Adjustable options exist which allow integration into other systems."

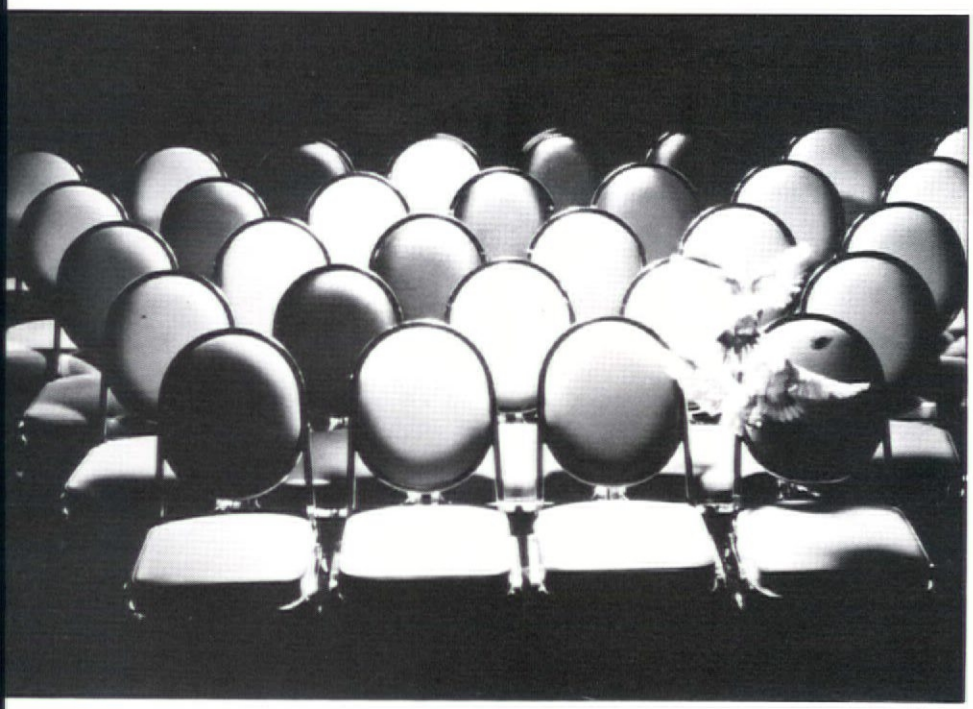




Steelcase



JG



Uniroyal

UPHOLSTERY/ FABRICS

GOLD MEDALLION

JG Furniture Systems, for Koko Fabric Collection, designed by Miriam R. Sursa.
Circle No. 364.
"Shows sensitive color palette. A beautiful texture which is appealing in the design."

SILVER MEDALLION

Uniroyal Inc., for vinyl coated fabric, designed by Richard Vratanina. Circle No. 365.
"Nice color arrangements and textures...a deviation from normal vinyl coverings."



Ron Rezek

TABLES

GOLD MEDALLION

Ron Rezek/Lighting, for Desk/Table, designed by Ron Rezek and Dave Potter. Circle No. 349.
"Its simplicity leads to flexibility. This is hi-tech at its most serviceable."

SILVER MEDALLION

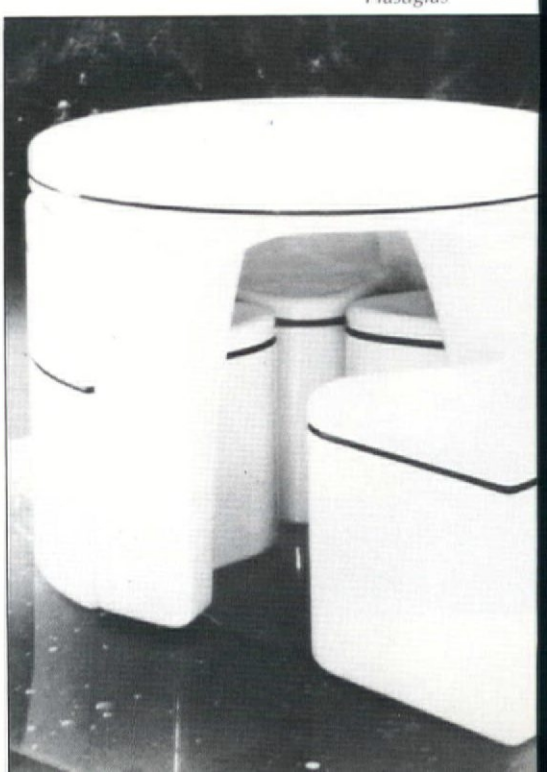
Ambiant Systems Ltd., for Pye Tables, designed by Michael Stewart. Circle No. 350.
"The quality of wood-ply – its evenness – permits continuity in the structure as well as in design of the table itself. The designer was aware of the shipping problem of goods and alleviated them in his product."

HONORABLE MENTION

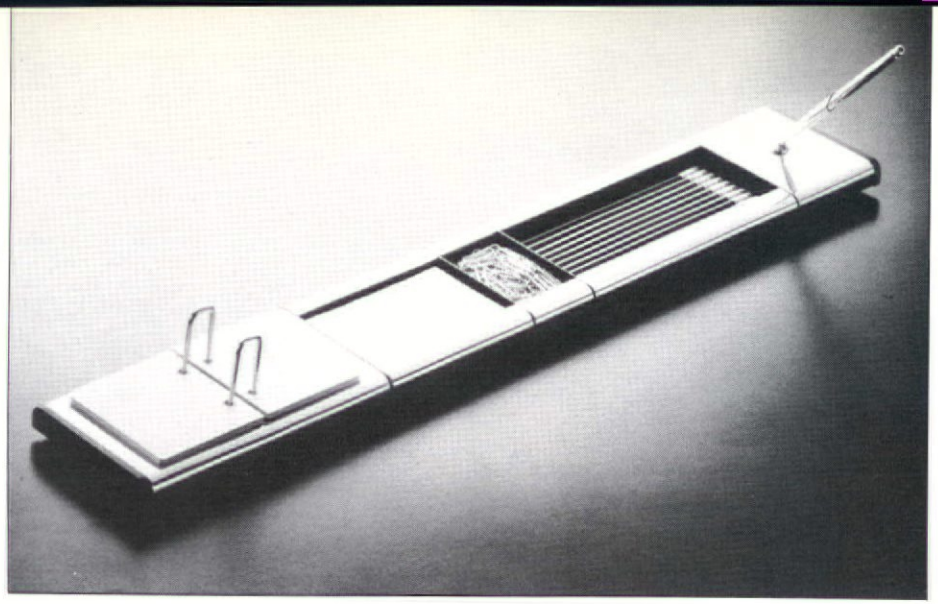
Plastiglas Industries/Peter Pepper Products for Fiberglass Circular, designed by Rick and Steve Baker. Circle No. 351.
"Durable over-all form, plus, compactness is pleasing in proportion."



Ambiant



Plastiglas



Smith Metal

DESK & OFFICE ACCESSORIES

HONORABLE MENTION

Smith Metal Arts, for Radius II Console, designed by William Sklaroff. Circle No. 374.
"Potential of this system exists in its flexibility and variety."

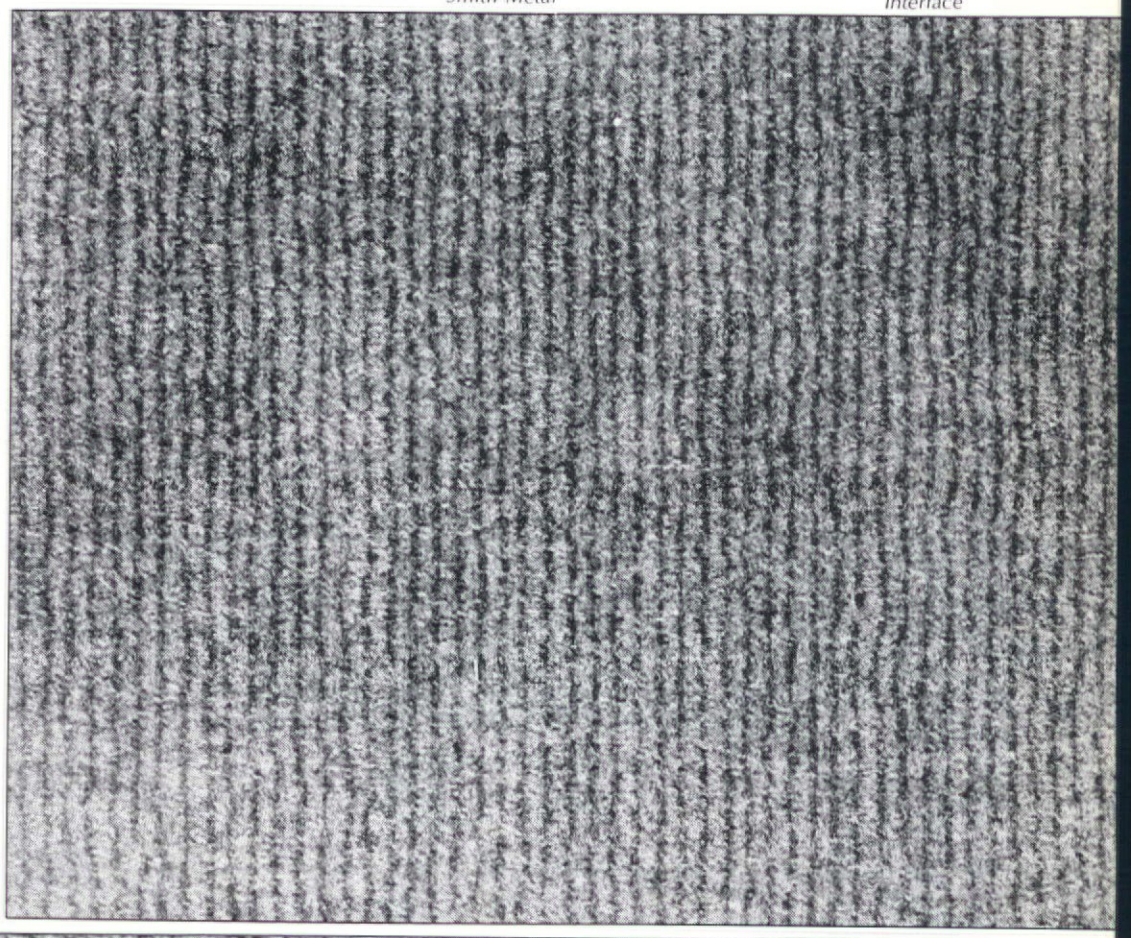
CARPETING & RUGS

SILVER MEDALLION

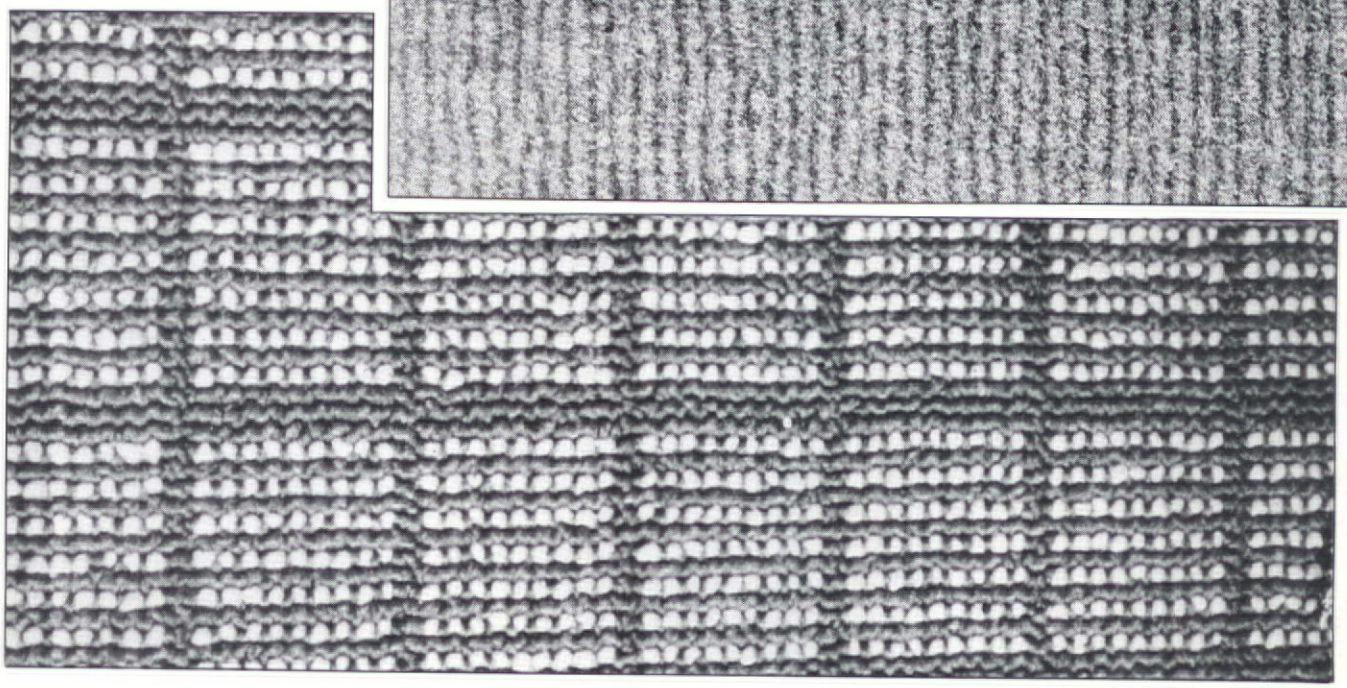
Interface Flooring Systems, for Tattersall. Circle No. 370.
"Highly usable, subtle texture with wormy effects."

HONORABLE MENTION

Mohawk Carpet, for Baronial Plaid, designed by Mohasco Design Group. Circle No. 371.
"Features innovative weave and represents a sophisticated solution for budget carpet needs."



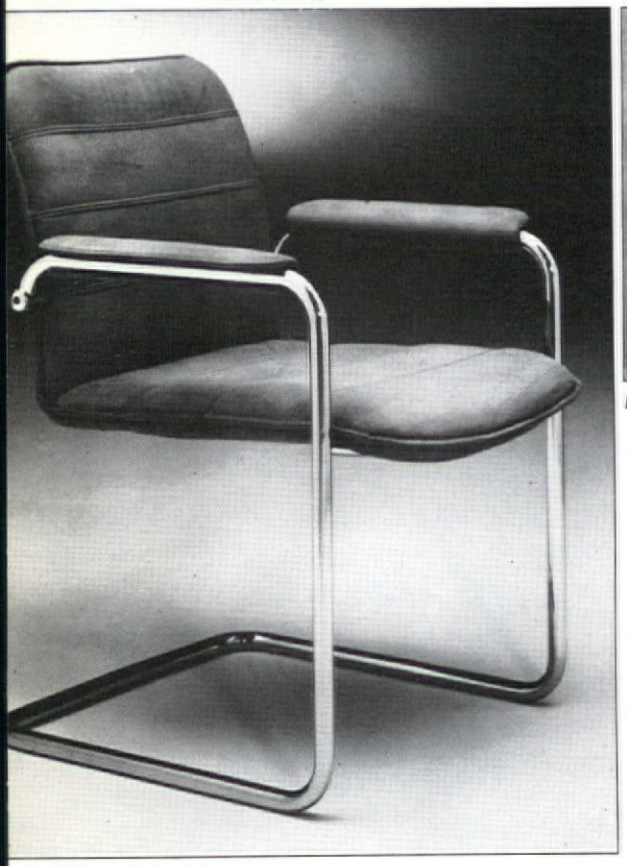
Interface

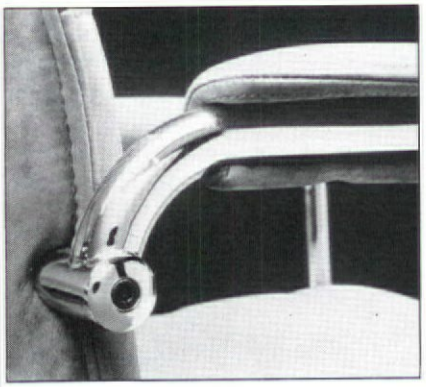


Mohawk

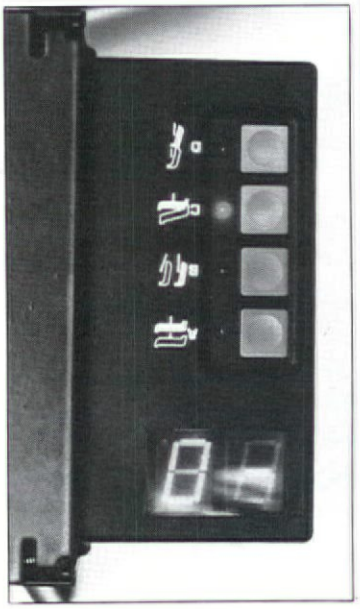


Davis (Gold)





Davis (Silver)



Rudd



CHAIRS

GOLD MEDALLION

Davis Furniture Industries, for High Back Executive Chair, Gamma Series, #705200; designed by Dreipunkt ac-team. Circle No. 359.

"Beautiful workmanship refines the five-pronged base to a graceful finish. It is finely-proportioned and streamlined."

SILVER MEDALLION

Davis Furniture Industries, for 702000 Conference Chair, designed by Dreipunkt ac-team. Circle No. 388.

"A dog-gone nice chair with excellent proportions, simple detail, classic appearance."

SILVER MEDALLION

Rudd Intl. Corp., for Digitronic Chair, designed by Jacob Jensen & Vibeke Leschly. Circle No. 360.

"Extremely clean design incorporating flexibility...incredible adjustment options and pleasing proportions."



Metropolitan



Brayton

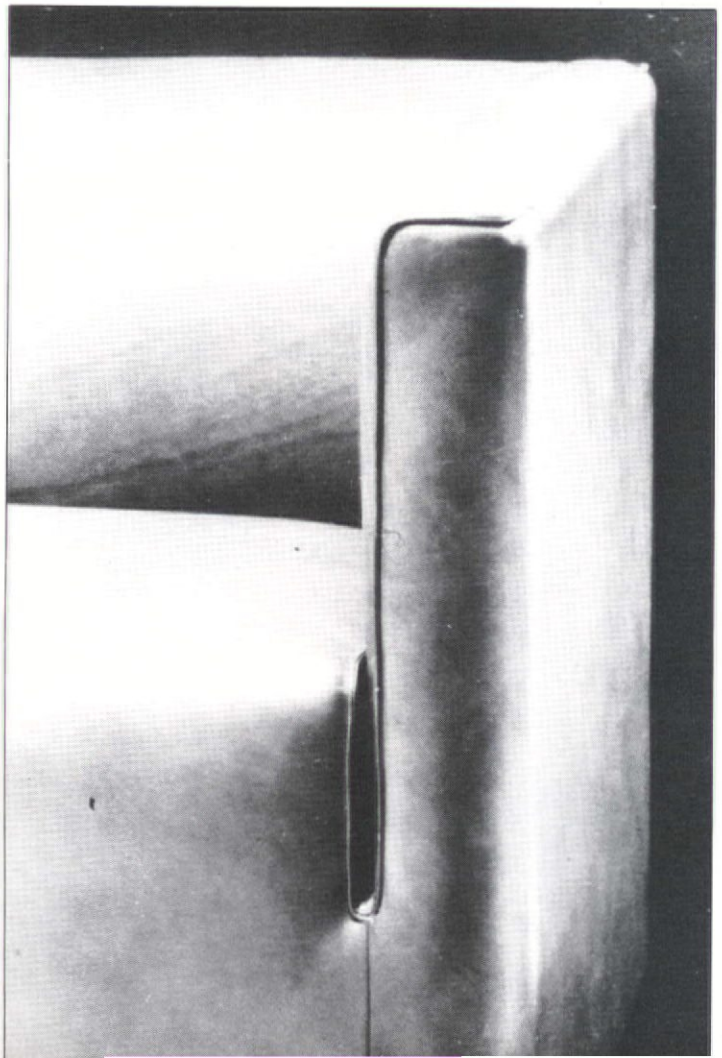
LOUNGE FURNITURE

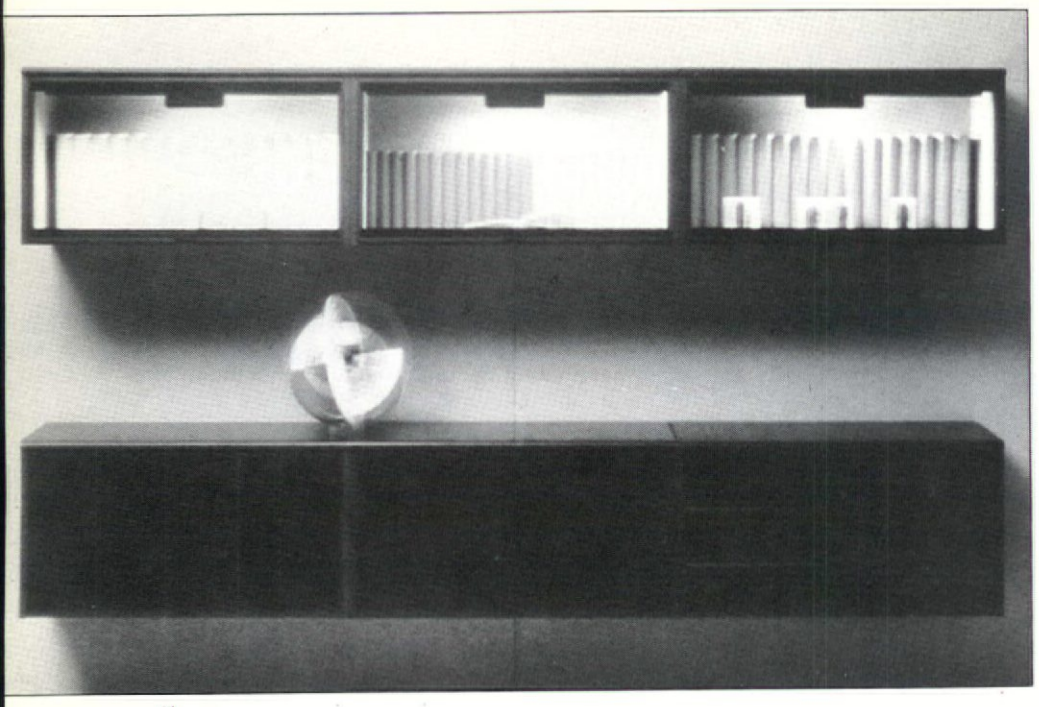
SILVER MEDALLION

Brayton Intl., for Sirino, designed by Michael Knoll.
Circle No. 361.
"Massive proportions are handled in a clean, simple way. There is a light touch with detailing."

HONORABLE MENTION

Metropolitan Furniture Corp., for 600 Inverness Group, designed by Brian Kane.
Circle No. 362.
"Product boxiness flows nicely with design...looks comfortable."





Al

CASEGOODS

SILVER MEDALLION

Atelier International, for The Hilton System, designed by Lodovico Acerbis & Giotto Stoppino. Circle No. 348

"Product has limitless combination potential. It allows for excellent settings with a quality lacquer finish and elegance."

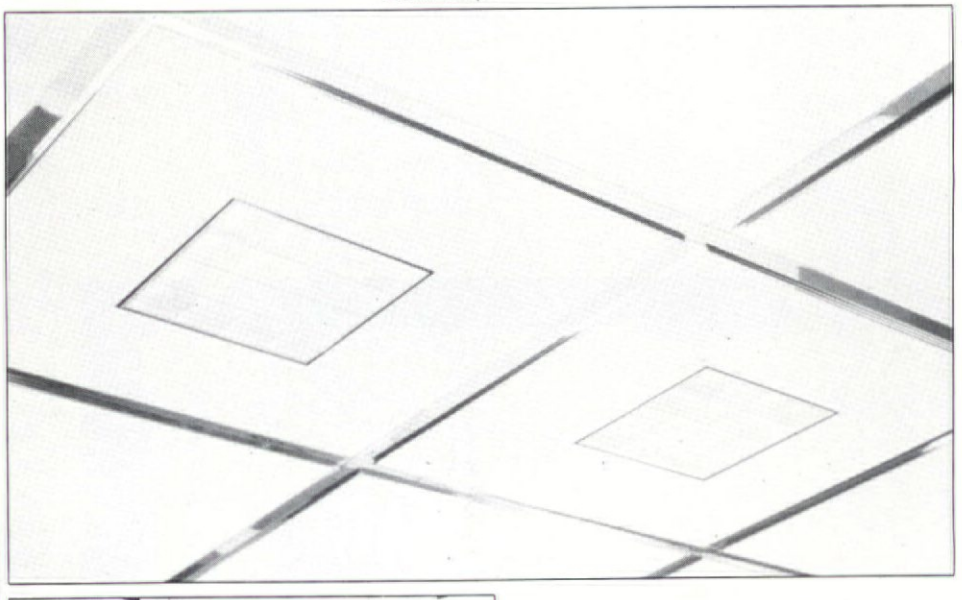
Donn Corp.

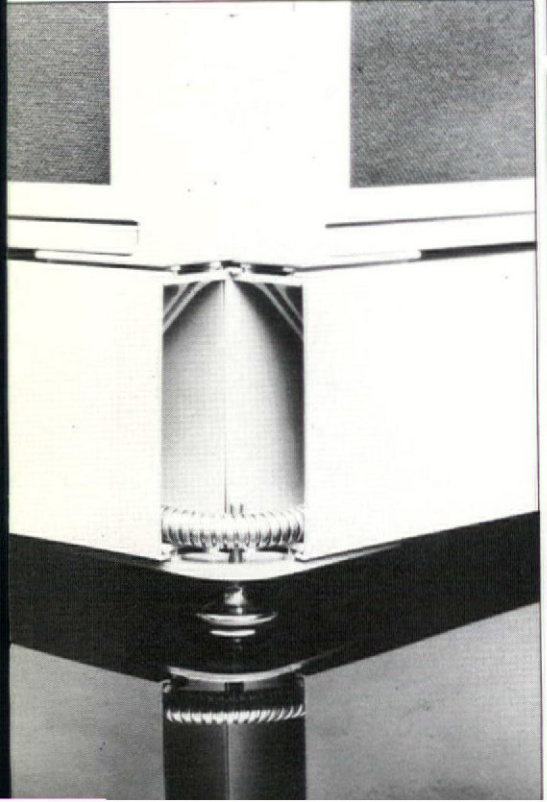
CEILING SYSTEMS

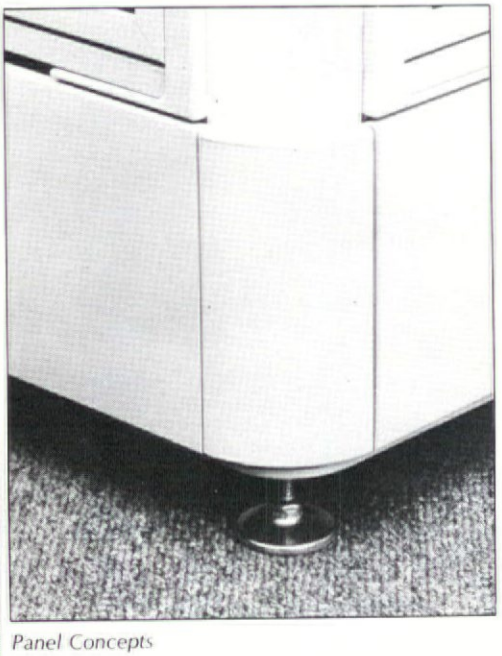
SILVER MEDALLION

Donn Corp., for LC-4 Integrated Ceiling System, designed by Albert H. Lahm, AIA. Circle No.355.

"Contributes to the modular concept of planning and design."







Panel Concepts

SYSTEMS FURNITURE

HONORABLE MENTION

Panel Concepts Inc., for Integrated Multiple Power & Communications System Circle No. 352.

"The product shows special attention to reconfiguration of power systems."

Contract November 1981

EXECUTIVE BUYER EDITION

Bonus Circulation to
5,000 Office Managers &
Facility Planning Executives

CONTRACT INDUSTRY IS ECONOMY'S SILVER LINING

If the economy has a silver lining, it is the contract industry generally and the office design market specifically. The contract market is robust despite talk of recession due to high interest rates and the impact of Federal budget cuts. New buildings are being erected, space design commissions continue in good demand, and furniture and furnishings orders are still backlogged—some for more than six months. Prospects through the mid-'80s are equally good, due to the expanding white collar workforce and the pace of technological change. Both impel corporate managements to undertake facilities changes for increased efficiency and to enjoy the benefits of higher productivity that upgraded environments encourage.

A vital part of that enhancement is the specification of well-designed products, such as those honored in the preceding IBD/CONTRACT Product Design Awards Competition profile. Such products and environments are the alchemy that is turning the silver lining to gold—for all sectors of the contract industry.

—The Editors

SPACE DESIGN ARCHITECT SELLS CAD SYSTEMS WITH OR WITHOUT SERVICES

Cannell-Heumann & Associates, Los Angeles, offers a time-saving, advanced computer-aided design program to meet corporate needs

by **LEN CORLIN**
Co-Publisher/Editor

Few architectural space planning firms would develop a comprehensive facilities management system, train a client corporation's personnel in its operation, and then step out of the picture. Cannell-Heumann & Associates (CHA), Los Angeles not only does that, but encourages it! For profit, of course.

Starting on the assumption that most corporations will expand sales, personnel, and, consequently, undergo organizational changes, CHA has developed a comprehensive computer aided design (CAD) program. CHA also provides expertise in implementing in-house operation of the Office Space Management system (OSM). In effect, corporate in-house facilities management groups can be trained, the software provided, and the hardware furnished—if desired—to the corporate client for on-going management of facilities design.

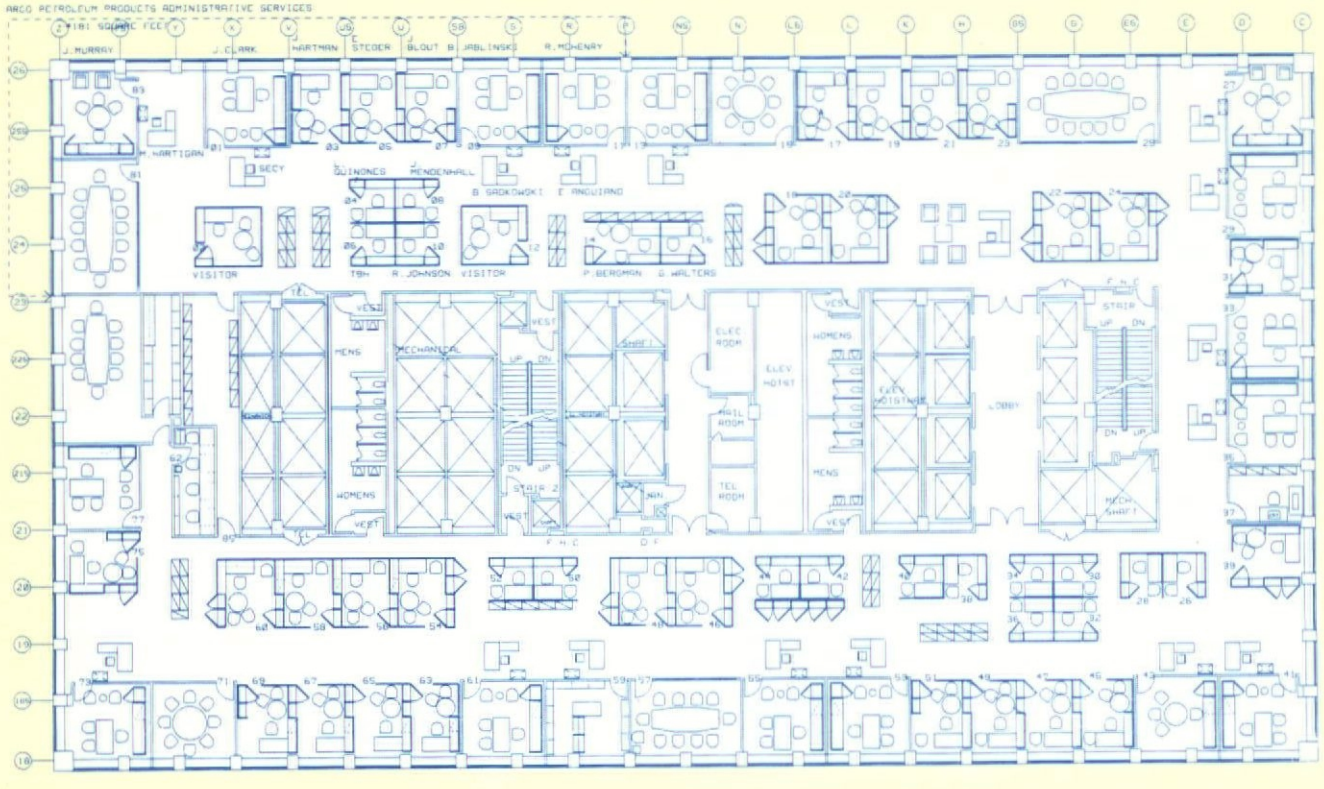
Principals Werner Heumann and Sam Cannell thrust CHA into the computerized future as an important instrument to help eliminate crisis-mode corporate design. Too often, corporations ignore urgent signals of space planning executives that important decisions must be made fast. An inevitable consequence of such disregard is that facilities costs are increased by the millions of dollars, depending on how big the installation is.

CAD system reduces costs

"Late decisions," explains Manuel T. Urquiza, vice president professional practice for CHA, "result in expensive fast-track projects, poor planning, and vastly increased costs. The CAD system, together with a number of software programs developed by the firm, prepares corporations for orderly expansion at far less cost."

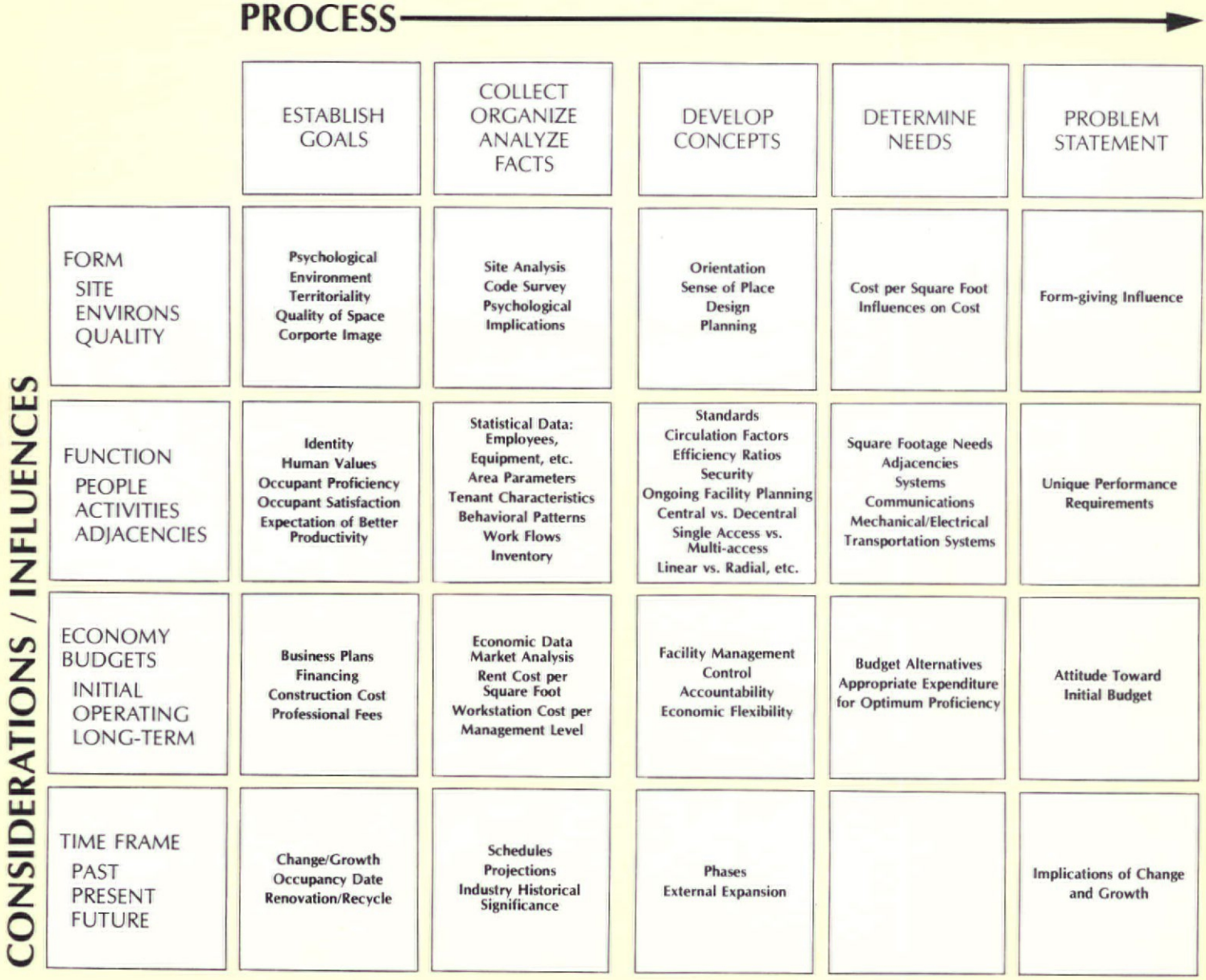
Urquiza points out that the space planning architectural firm was started in 1965 and was orginally known as Morgannelli-Heumann & Associates. While it has taken a quantum leap into the future with its CAD systems approach, the firm is still heavily involved in developing sensitive, creative, and functional spaces for its clients.

CHA gives corporations the means to implement the entire planning system with their own personnel. In addition, CHA provides a service that is in even more demand. Firms that do not want to be burdened with their own planning



Floor plan showing furniture layout, core, and other details was completely computer-generated using CHA system.

Computer-Aided Architectural Programming



and design departments obtain on-going expertise from CHA ranks.

CHA's planning, design, and space management services are aimed at all groups within the corporate organizational structure. Included are companies considering alterations, expanding existing space, or relocating.

"The bulk of large space users must maintain incredible volumes of 'as built' drawings, prepared by various design consultants," says Heumann. "this requires critical involvement in project estimating and control, and time management of a corporate task force involved in planning.

"In effect, our overall objective for projects of this nature is to quickly identify the criteria which influence the facility space needs. Then we collect this information into a concise, usable format with detailed back-up documentation. We articulate and evaluate the available physical alternatives in approximately one-third less time than the manual process. Additionally, we train corporate facility management personnel in the complete use and implementation of these systems," he continues.

Perhaps one of the biggest obstacles to adoption of CAD systems either by architectural companies, interior space design firms, or end-user corporations, is fear of the computer. Jargon alone can freeze the blood of the most receptive corporation executive. It also accounts for the proliferation of computer periodicals, most of which claim that they are written in plain, basic English for *anyone* to understand—not just those who understand the jargon.

Everything detailed

CHA, consequently, sets out everything that is needed for complete understanding of the systems: detailed explanations of the software, data on personnel requirements to operate the program, and even the hardware that would be required to implement CAD. All in *plain* English!

At the heart of this detailed information development is a facilities man-

Architect/client team organized

agement and feasibility study, which is made by CHA and includes all programs available within the firm's OSM system. CHA grants non-exclusive licenses for use of the system, consisting of computer programs and related documentation. Portions of the latter may be eliminated or the scope extended, depending upon the need of the end-user.

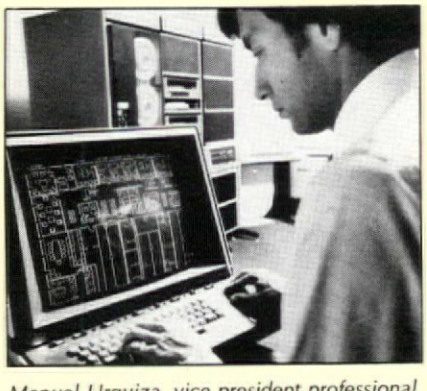
Study is management tool

Cannell emphasizes that the feasibility study is a management tool designed to clearly state the objectives, goals, components, benefits, and costs of a computer-aided office space management system. It provides sample documentation of all computer programs recommended by CHA. Thus, prior to implementation and financial commitments, the system's capabilities are fully understood by corporate management.

That understanding is predicated on discussion with corporate representatives and analysis of current facility management procedures, including methodologies, documentation, retrieval systems, tools, and equipment. All existing facilities and square footages to be incorporated into the system are also identified.

As a start, CHA undertakes a preliminary project analysis, working with designated corporate or architectural personnel, on a project team. Objective is to allow those end-user representatives to operate and generate computer-readable documents.

Urquiza points out that when a corporation opts to establish its own in-



Manuel Urquiza, vice president professional practice for CHA, is shown working with computer terminal in Los Angeles office.



Sam Cannell (left) and Werner Heumann, principals of CHA, thrust company into the future with development of the CAD system for space planning.

house team, CHA organizes team members who have the expertise required to achieve objectives.

The team should include a consultant from the corporation's systems group, representatives from corporate facilities personnel, and three key people from CHA: The latter include a project manager, project planner, and computer analyst/programmer. That team sees that the data is compiled within a framework of systems that are interactive, and that data will be kept current in order to produce viable management alternatives for executive consideration.

Reports and plans generated

In the process, the following reports and plans are defined: space needs and utilization reports; physical layout reports of stack, block, and space plans; furniture and equipment plans on inventory systems, specifications, and quantity/cost reports; and construction documents consisting of partition/electrical plans, reflected ceiling plans, specifications, and quantity/cost reports.

The space needs report is an overview of the past year. It consists of current and future quantity and square footage of workstations and equipment, broken down by each facility, division, and department or group.

A back-up document, called a utilization report, displays information regarding space utilization. It illustrates efficiency and cost on a facility-by-facility basis and details information by individual floor. Total corporate facility costs also are provided.

Even expansion space is shown

In the physical layout report, a stack plan consists of a schematic location and vertical adjacency illustration. It is done on a square-foot allocation basis for all divisions and departments of the corporation. If expansion space is available, the report will show this condition, as it will show an overflow of space on any one floor. These conditions are expressed in terms of square feet.

Outside tenant space, if applicable, will also be located on the stack plans, together with lease termination dates. Even various building code occupancy classifications can be indicated.

Block and space plans can be incorporated in sufficient detail to prove extremely useful to space planners.

Furniture inventory program

Another function of the system provides detailed plans indicating all furniture and equipment. In addition, the system can specify furniture, fixtures, accessories, artwork, and other elements of an office environment.

The inventory system, called INSPEC by CHA, is so detailed that it provides a running inventory of existing furniture and specifies new pieces. It reorganizes existing ones into new groupings, as well as providing moving directions and tagging. INSPEC creates detailed reports

organized by any variable. Among such variables are description, dimensions, costs, locations, and conditions. Also, property numbers, quantities, colors, and dates of acquisition can be included in the report.

Because of the capacity of the system, as-built construction documents can be entered into the computer data base for use at a later date. With the press of a button at some future time, the following documents would be generated by the computer: partition/electrical and reflected ceiling plans, specifications, and quantity/cost reports.

CHA recommends procedures

For corporate management, a familiarity with the physical environment provides the basis upon which intelligent, money-saving planning can be undertaken. CHA consequently recommends a number of procedures for corporate economic analysis:

1. Establish and classify the cost of current manual procedures over a selected period of time.
2. Ascertain the comparable cost of the manual procedure with the OSM system integrated over the same timeframe.
3. Identify the cost of all computer hardware and ongoing operational costs.
4. Calculate the ratios of cost/manual versus cost/computer system to determine cost/benefits and savings.
5. Identify architectural and engineering elements.
6. Compare average productivity between functional elements, and manual versus computer.
7. Examine productivity ratios, turn around time ratios, payoff period, and operation cost impact.
8. Provide a cash flow analysis that indicates the annual cost and subsequent benefits within a payback timeframe.

Certain assumptions are made by CHA and team members in evaluating the cost of operating the computer system. The corporation's own cost projection of a manual system is used for comparison purposes. In lieu of the computer, the company calculates the cost of hiring a professional design firm to handle its documentation and renovation work.

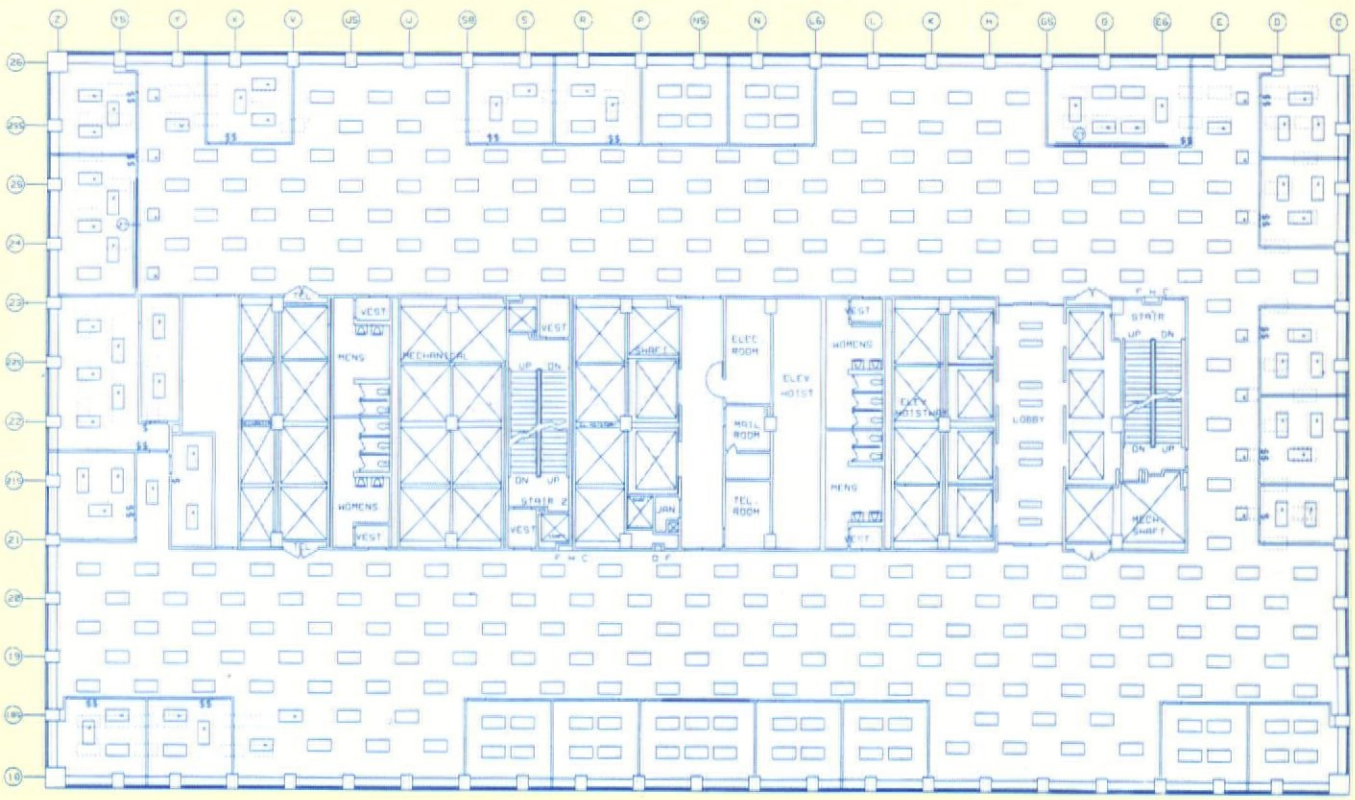
Another assumption is that the computer will be used only on a limited square foot basis and that 20 percent of that space is renovated annually. Finally, an assumption is made that a current, competitive price for renovation services (programming, planning, design, construction documents, and observation) will increase at the rate of 15 percent annually.

From these assumptions, an analysis would reflect the annual cost savings of the computer over the hiring of outside professional design firms.

While software is the key to implementation of a computer program, selection of hardware, if not already available, is basic to the entire operation, according to Urquiza. "We either provide hardware as part of the service or evaluate existing hardware for the client," he says. The hardware computer system includes both standard computational devices and special features, such as graphics and interactive design programs. Computational resources include a medium-scale, high-speed central processing unit; magnetic tape and disk facilities; graphics, hard-copy and time-sharing terminals; and remote job entry and communications facilities. In addition, high-speed printing/graphics-plotting is available.

Lower costs, fast evaluation

"The bottom line," concludes Urquiza, "is that the cost can be substantially reduced for processing, generating, and subsequently controlling substantial amounts of data. Current and future space needs, inventory of existing space and equipment, and allocation of lease costs can be easily retrieved under the system. In addition, renovation, expansion, and/or new office construction are easily evaluated with CAD. □



Computer generated lighting layout is typical of time and labor-saving materials system can produce.

DESIGN REVOLUTION



AT BRITISH TRADE HQ



British brokerage firm enters a new design dimension with the relocation of its New York branch office

The New York branch of the British firm, Woodhouse Drake & Carey, is an exciting blend of traditional English styling and interplanetary cabin cruiser.

The adaptation of a futuristic motif by the 200-year-old brokerage house represents a departure from the norm. For, while American communications space planning has long adopted a space age trademark, foreign corporations with U.S. offices have been slower to accept the look.

The decision to create this image for Woodhouse's New York office came about when the firm moved to larger space in the same building. Speaking of the client, architect Steven Papadatos, AIA, remarks, "The Woodhouse company president, Alex Adams, is one of the most unusual clients we've ever had. He is in his forties and he has a farsighted, fresh, young approach.

"He gave us full range to do what we felt appropriate," continues Papadatos, principal of Steven P. Papadatos Associates.

Color adds continuity and drama

Project designer Kenneth DiFalco and interior designer Michael Woyevodsky

The trading room was completely rebuilt to serve company needs. All elements are new except telexes. Telephones and all communications equipment are recessed into the beige laminated countertop to create clean, uncluttered, work space.

WOODHOUSE DRAKE & CAREY

Soft light subdues flashing VDTs.

collaborated with Papadatos on the 127 John Street office. Together, the three created what they call "a living testimonial to the president." A monochrome in beige provides serenity and eases transition from the "spaciness" of the trading area to the traditionally businesslike atmosphere of the conference room. Light and dark woods throughout add an old world flavor. Vinyl wallcoverings with a suede finish soften all areas, and tone down the neon quality of the trading room.

"We specified a 2001 environment in the trading area to give the brokers a lift. They spend eight to 10 hours each day in that room and we felt that it would add a brand new feeling to each day," explains Papadatos.

Low lights ease the strain of viewing tv screens and a long counter allows the brokers to remain in one station while processing vast amounts of information. Blue lights on the counters give a softer-than-white light, as well as adding color. A blue, lighted panel on the wall is actually a device for gauging the market. Lights flash when the market is up, providing a more colorful and stimulating measure to work with.

The architects were fortunate that the 1,540-sq.-ft. space came fully equipped with built-in, under-floor electrical runways. Wiring from all terminals runs through the floor and up the walls. No structural changes were needed to accommodate the vast number of cables which are the heart of the operation.

Noise control is key

Sound insulation is provided by acoustical ceiling tile, cushioned walls, thick carpeting, and black-out window treatments. A sloped ceiling over the telex machines prevents noise bounce-back. Bronze glass dividers at either end of the space isolate the brokers from the training areas beyond.

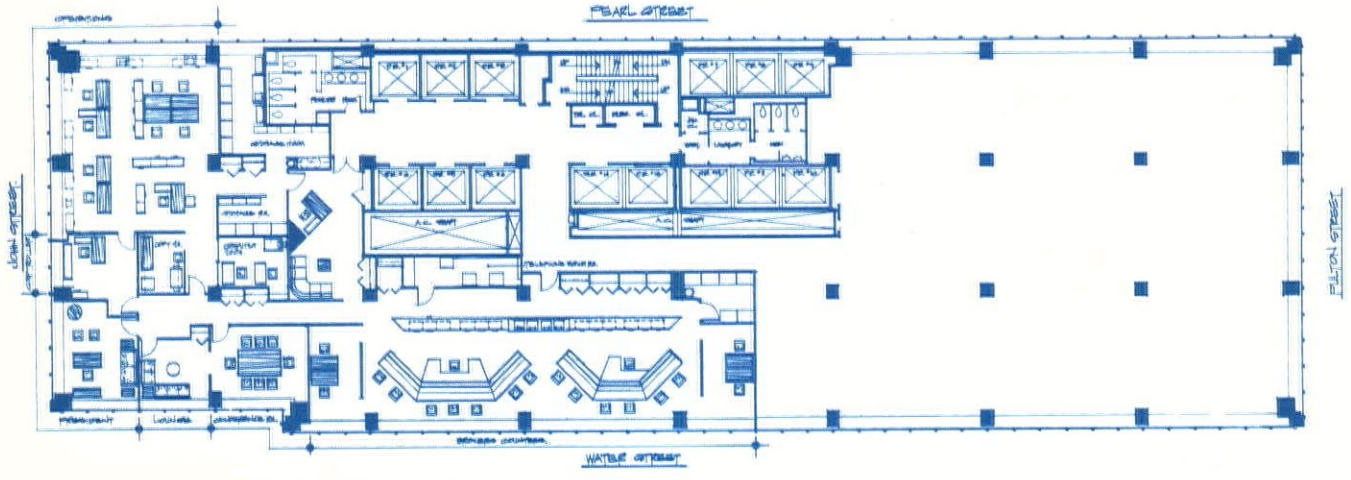
Additional air conditioning was installed to compensate for heavy insulation and lack of windows. Smoke filter systems were also added.

The rest of the offices are designed on a different tempo. The reception area has a cozier atmosphere, while retaining the modernistic approach used in the brokerage room. Upholstered seating adds texture, while a Mirrex ceiling, made of mylar wrapped around an aluminum frame, adds dimension and a feeling of clean, open space. The lounge area features a built-in bar and plenty of natural light. Wine upholstery adds color, while table lamps give the room a warm touch.

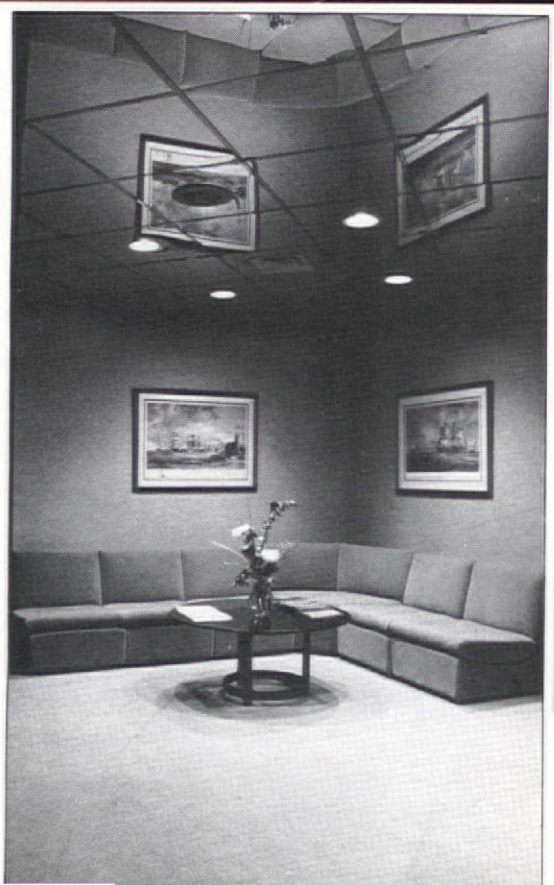
Despite the fact that every design element is new, the job was completed within 10 weeks. This time frame included all work, from completion of the final drawings right down to the placement of accessories. □

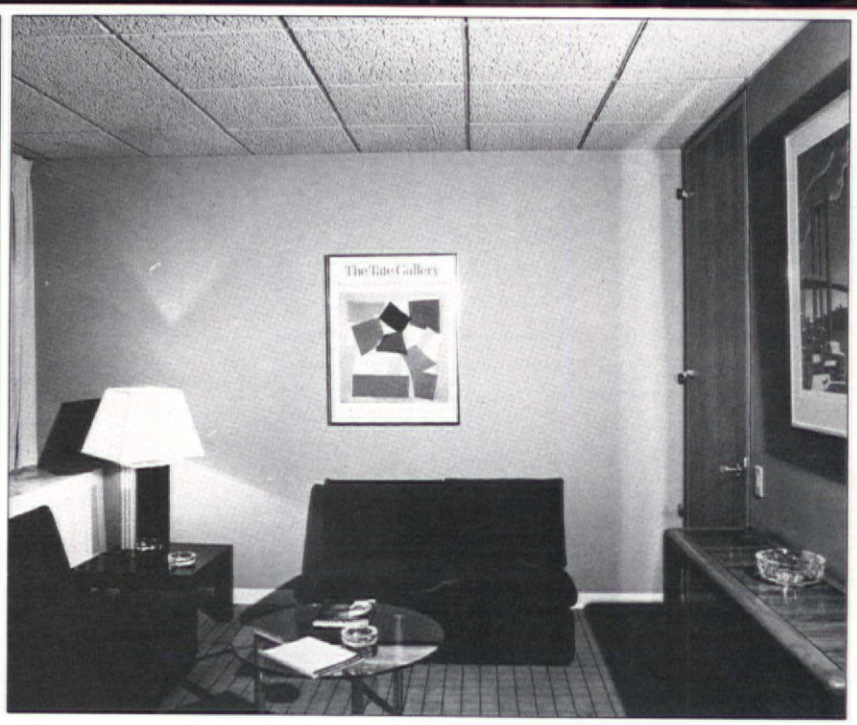
Conference table and bookcases—Custom designed by Arnold Furniture. **Seating**—Knoll. **Fabric**—Lee Jofa and Knoll. **Window Treatment**—Arrow Drapery. **Wallcovering**—"Genon" by General Tire Wallcovering. **Brokers' counters**—Custom designed by Papadatos Assoc., fabricated by Korngold Bros. **Bronze glass panels**—Custom designed by Papadatos Assoc., fabricated by Quadrant Construction. **Sofas**—Brayton International, fabric by Maharam. **Glass table**—Trimark. **Ceiling**—Mirrex Corp. and Armstrong Ceilings. **General Contractor**—Quadrant Construction. **Photographer**—Dubois Marcano Assoc.

Heavy, wood conference table and traditional accessories establish English library motif in the boardroom (opp. page, top). Designers specified the leather bound books and oak framed clock to emphasize the firm's British identity. Windows overlook the South Street Seaport, providing plenty of natural light and views of an old fashioned surrounding environment. Silver mylar hung ceiling in the reception area (opp. page, left) adds dimension to a simply decorated room. The lounge (opp. page, right) serves as a second reception area. Warmth is created through wine-colored upholstery, table lamps, and artwork. A bar is furnished for employee and guest enjoyment.








The Tate Gallery

Open Plan Plus Glass Walls Mirror Bank's Natural Setting

Daroff Design brings the outdoors inside with uninterrupted lighting and color

Needed: offices to complement bold architecture in a modern, glass-walled building. Smooth planes, clean lines, and a feeling of communication between interior and exterior environments are all desirable elements.

The solution: open plan spaces, some in glass-island arrangements that float on level two in the ultra-contemporary Howard Savings Bank, Livingston, N.J.

Interior designer Karen Daroff, Daroff Design Inc., explains the ultimate effect, "Middle management offices have become pliant elements that echo the fluid indoor/outdoor architecture of the site. Without confining, these glass-enclosed workspaces still serve to separate and define different functional areas of the middle floor."

Developed subspace pattern

While planning the second level, Daroff strove for a pattern of subspaces in open office configurations. Free communication in the open plan was not sacrificed to departmental barriers usually created by walls.

"We didn't want a highly regimented feeling. Visual interest combined with comfort," she notes. The result is crisp and refined — a neat complement to the light and bright glass image of the entire structure.

Each of the floor-to-ceiling islands (9 ft. high) features a window wall, permitting uninterrupted flow of dominant ceiling and lighting patterns. Miniblinds on windows afford visual privacy in these offices. And, the island concept for managers is extended to open plan panel configurations for general office personnel.

"The design concept of space for this facility was two-fold. We created functional space with positive psychological effects," Daroff continues. Community, not isolation, was the goal.

Thus, monochromatic color schemes in neutral tones are used on all three building levels, with random color highlights employed as accents. The schemes permit practical flexibility for systems change on all floors. But, they also establish uninterrupted visual fields, giving employees a sense of enlarged work space.

Determination of color and design solutions resulted from Daroff's close work with Howard Savings Bank general service employees who completed end-user questionnaires for the project. The surveys disclosed several operational preferences, such as storage requirements, electrical needs, and lighting fixtures.

For the latter, 2- by 2-ft. parabolic fixtures were chosen for the second



Smooth planes, clean lines of Howard Savings' mid-level interior reflect building's predominantly glass exterior structure that invites outdoors in. Open plan abuts glass-enclosed spaces that float on floor and do not disrupt openness of systems. Interior window walls (to left) are 9-ft. high and are features of middle management offices that separate banking departments.



Improved communication via flexible floor plan

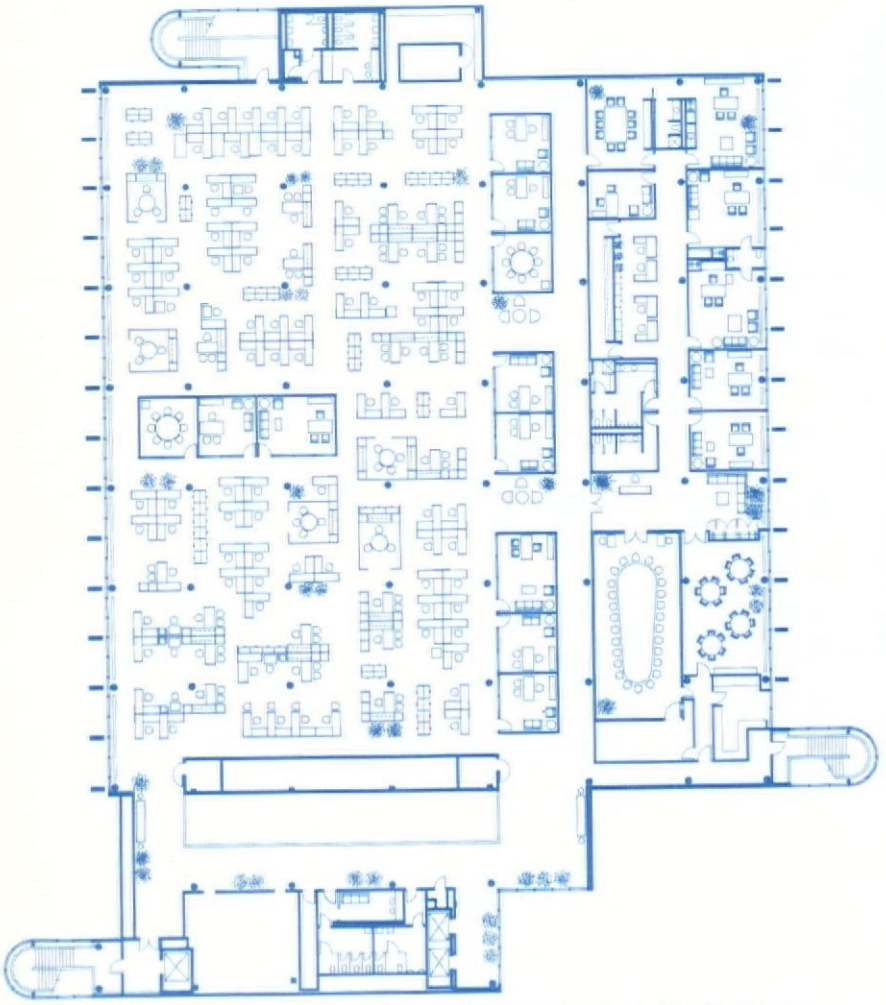
level to provide a high degree of illumination without glare. The sense of light and space was enhanced by including indoor plantings that establish the space as a two-way mirror of the natural outdoor setting.

Third floor executive suites also respond to occupant criteria. Furnishings in offices were tailored to each executive's taste. Panelled wood walls are of book-matched walnut flitches that introduce warmth, while concealing private facilities, files, and storage.

The below-grade ground level houses record storage, physical plant operations, a cafeteria, and an employee recreation area. This floor steps into the land, enabling the preservation of natural landscaping.

Space on level one is divided into different activity areas. Notes Daroff, "We aimed to create cheerfulness and comfort that relates to the outdoors." A red, serpentine couch dominates the lounge area of this floor, which is also brightened by a broad expanse of exterior glass wall.

The 130,000-sq.-ft. building is connected to a second facility of 97,000 sq. ft., currently leased to other tenants. With future expansion, Howard Savings Bank can exercise the option of taking over the adjacent site. □



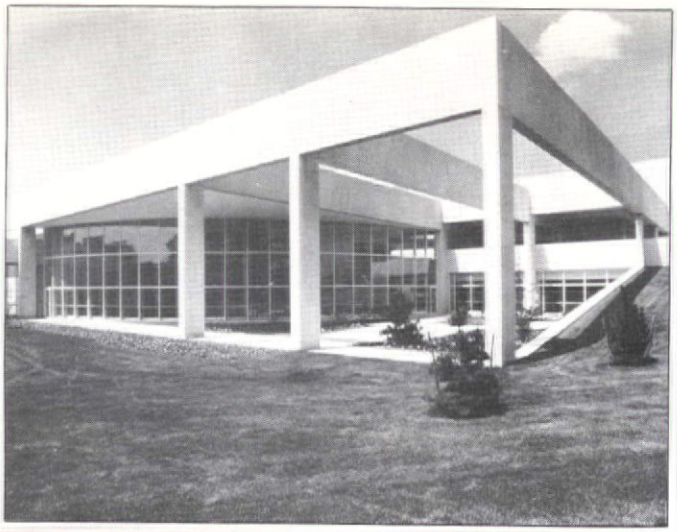
Floorplan depicts middle level of Howard Savings with glass-enclosed manager's offices shown in center corridor. To left of corridor are divisions for accounting, investments, and operations. Exterior of facility (opp. page, top left) shows wooded site and natural, sloping landscape. The Grad Partnership, architects, strove to make building relate to land by "stepping into it."



Sub-grade first level of bank (opp. page, below) includes cafeteria, record storage, plant equipment, and recreation room (shown). Designers achieved relaxed, yet bright, interiors with dominant red color serpentine couch which divides space into separate activity areas. Executive offices (opp. page, top right) were designed according to taste of occupants.

SOURCES
Open plan systems—Knoll Intl. "Zaph" desks and panels. **Seating**—Knoll Intl. "Chesca"; JG Furniture; American Leather; Scope Furniture Inc.; Herman Miller. **Executive desk, credenza**—Helikon; Eckert Johnson. **Tables, bases**—LFC; ICF. **Carpet tile**—Milliken. **Accessories**—Smith Metal Arts "Radius I"; BPC Industries; Peter Pepper Products. **Fabrics**—Gretchen Bellinger; American Leather.

CREDITS
Architects: The Grad Partnership. **Interior Designer:** Daroff Design. **General Contractor:** William L. Blanchard Co.





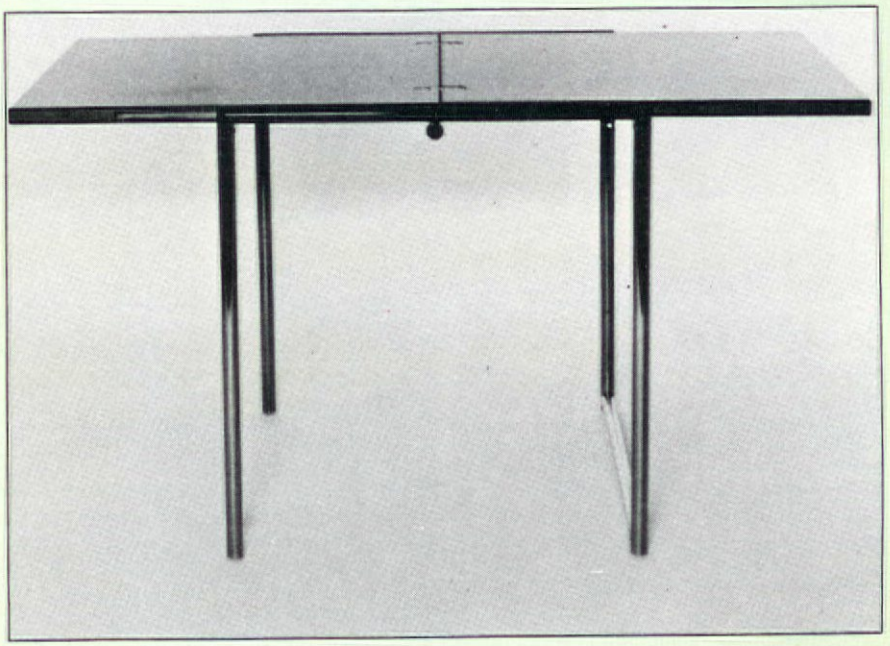


OFFICE FURNISHINGS FOCUS ON FORM & FUNCTION

Electronic units to file cabinets, office products offer a range of function and style options

Beylerian Ltd.—Eileen Gray table extends to 51-in. length with flip-top. Closed table measures 27½- by 25½-in. Base is polished chromium tubular steel and top comes in white or black laminate. **Circle No. 279.**

Conwed Corp.—Company president's office houses custom-made wood desk and credenza. Surrounding 72-in. panels provide acoustical and visual privacy in open plan environment. **Circle No. 266.**



Beylerian

Conwed

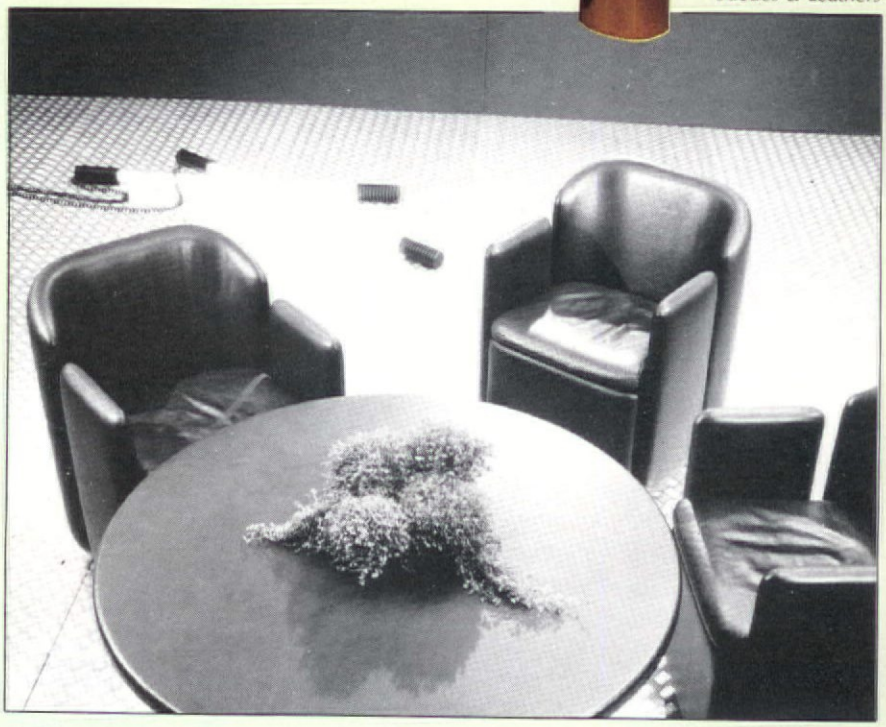




Spec Built

Specification Built Corp.—Custom-built electronic executive work station interfaces operator with computerized equipment from seven manufacturers. Designed by Environetics International Inc., the unit includes micro-computers, color video screen, and digitizing pad. Also features information retrieval and printing, displayphone, and data information service. The unit is housed in a wood, laminate, and chrome desk facility. **Circle No. 295.**

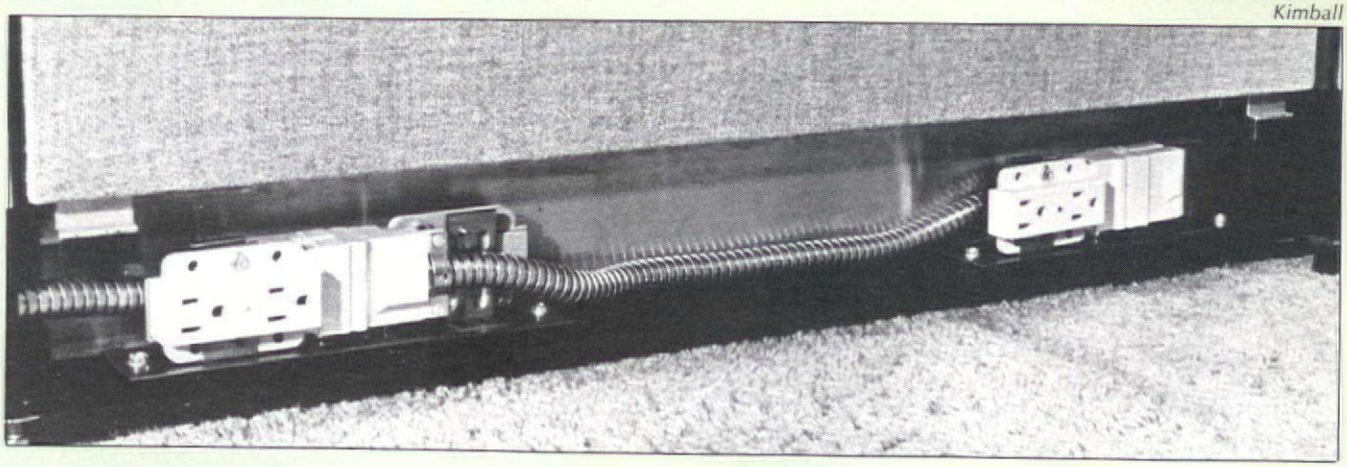
Suedes & Leathers



Suedes & Leathers—"Zoute" chairs by Durlet, imported from Belgium, are available in 33 styles and colors of leather. Chairs are table height and roll on casters. **Circle No. 241.**

Kimball International Inc.—Group Artec integrated raceway electrical system provides three 20-ampere circuits, each holding up to 13 duplex receptacles. Floor, wall, and ceiling power entries are available and circuits can be switched or continuous to accommodate various items. Receptacles come in nine panel widths, designed for corners and X or T configurations. UL-listed system meets national electric code. Various finishes are available. **Circle No. 258.**

Kimball



OFFICE PRODUCT REVIEW

Unit designs show flexibility



Vecta Contract



Atelier

Vecta Contract—Swivel-tilt chair, of the Wilkhahn 61 Series, adjusts pneumatically with single lever. Chair has two-piece seating pad and removable backrest pad. Five-leg base is die-cast aluminum. Chair available in leathers, vinyls, fabrics, and COM. **Circle No. 244.**

Atelier International—Machine extension joins work surface in Macatre modular unit. Outfitted with changeable privacy panels, the module accommodates a variety of components and accessories. Available in wood/laminate combinations. **Circle No. 292.**



Lehigh-Leopold

Lehigh-Leopold—Three-section filing cabinet contains six lateral file drawers for letter- or legal-size folders. Unit is 95-in. wide by 20½-in. deep. All-wood cabinet available in light, medium, or dark oak, or walnut. **Circle No. 281.**

Angle Steel—Data-Case line of filing units is made of cold-rolled steel. High density system may accommodate more than conventional filing cabinets. **Circle No. 296.**

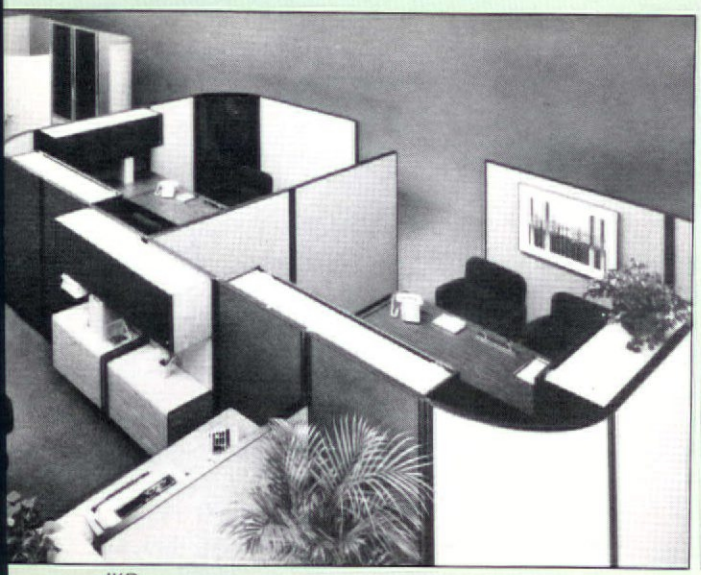
Haskell of Pittsburgh Inc.—Cube pedestal is available in various depths, heights, and drawer configurations. Pedestal has sound-deadened sides and back and independent suspension on file drawers. Counter-balances allow free-standing capability. Options include locks, casters, and adjustable glides. A variety of colors, tops, and bases are available. **Circle No. 282.**



Haskell



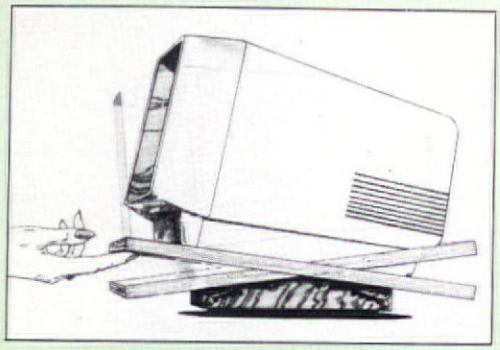
Angle Steel



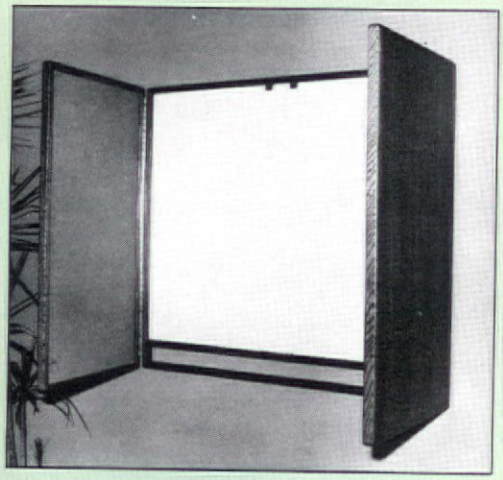
IKD



Rudd



Tiffany Stand



Francis Kerrigan



Charvoz-Carsen

IKD Corp.—A patented hinge/connector links serieSeven panels in 40- or 56-in. heights. Components are interchangeable. Acoustical panels are available. **Circle No. 253.**

Rudd International Corp.—Stackable beechwood chairs are constructed in a wedge-lock system without tenons, dowels, or screws. **Circle No. 256.**

Tiffany Stand & Furniture Co.—Tilt-top turntable for CRT/VDT use allows operator to control screen angle. **Circle No. 275.**

Charvoz-Carsen Corp.—Dauphin seating operates by pneumatic levers for seat height and backrest movement. **Circle No. 291.**

Francis Kerrigan—Communications center holds a chalk board, two tack boards, and a flip pad. It accommodates an optional projection screen. **Circle No. 267.**

Storwal International Inc.—The 3600 series desk accommodates video terminal and keyboard functions in contemporary style. Varying levels separate writing surface from computer equipment. **Circle No. 312.**



Storwal

OFFICE PRODUCT REVIEW

Worksurfaces adapt to tasks



Haller



Labofa

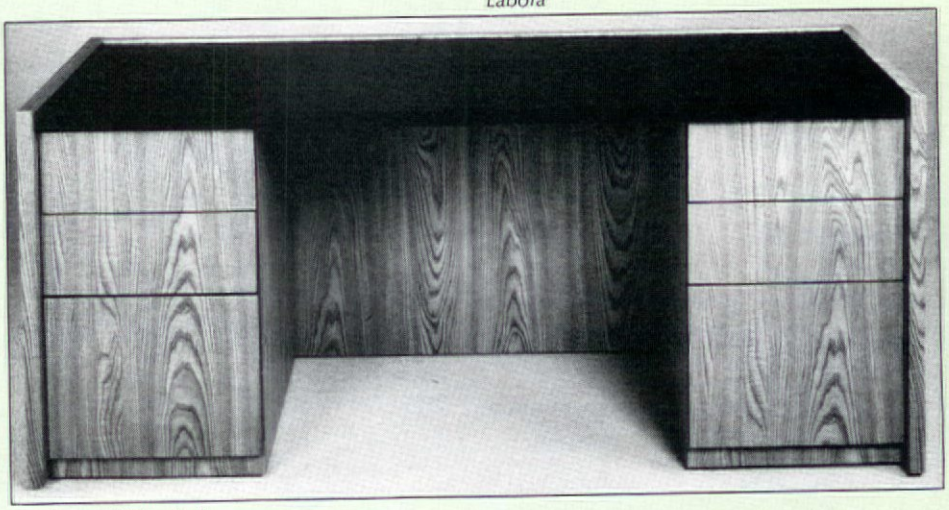
Haller Systems Inc.—Linking workstations have tubular chrome legs, press-in panels, and adjustable worksurfaces. Units accommodate electrical equipment with a power supply system. Filing and storage units are available. **Circle No. 252.**

Labofa—Labomatic clerical chair allows adjustment of seat height, backrest position, seat angle, and back height. Five-star polished aluminum base is on casters. Chair available in fabric, leather and leather-look material. Marketed by Functional Office Furniture. **Circle No. 293.**

Laminates Unlimited Inc.—K/Series desk comes unassembled to allow individual changes and configurations. Sides and back are woodgrain laminates with solid color top. All pieces available in any laminate color. **Circle No. 276.**

Myrtle Desk Co.—Upholstered swivel executive chair has solid wood framing and attached headroll. Series available in fabrics, vinyls, and leathers. **Circle No. 245.**

Lit-Ning—Stand-up workstation from the CommuniCore line has a walnut laminate work surface on all-steel cantilevered construction. Station is 38-in. high, with a 30- by 30-in. top. Rubber leg levelers are non-conductive. Available in putty or black. **Circle No. 376.**



Laminates Unlimited

Myrtle Desk



Lit-Ning





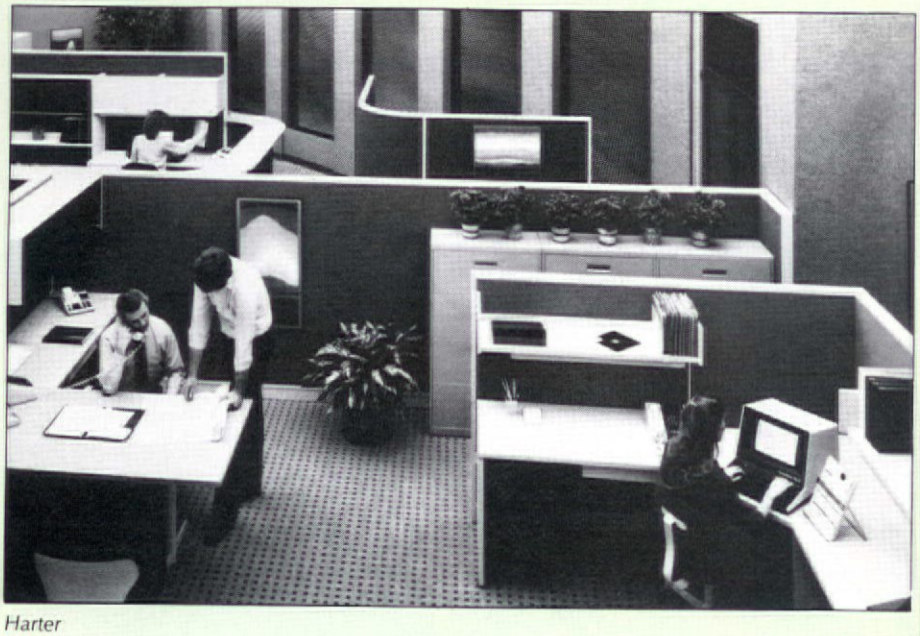
Hag



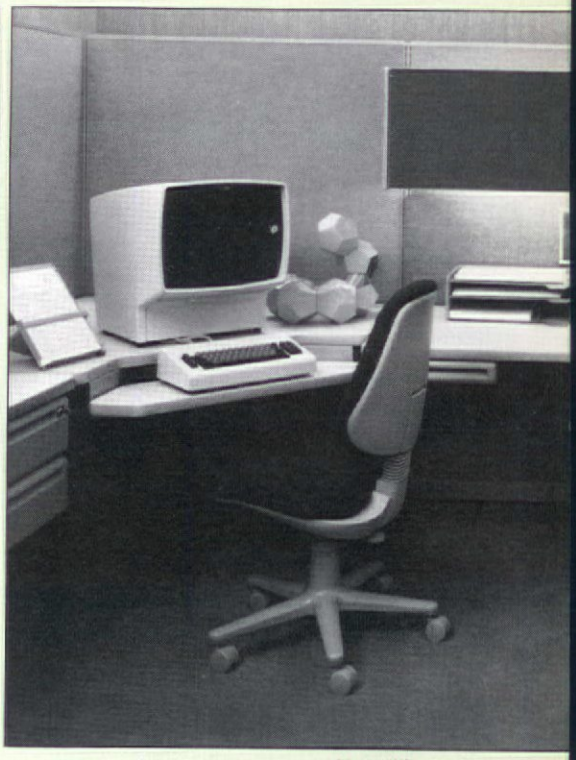
Atlantic



CI Designs



Harter



Haworth

Davis



Hag—Pneumatic lever on executive chair allows height variance while seated. Seat depth is also adjustable. Tilt-lock mechanism provides secure upright or reclining position. **Circle No. 260.**

Atlantic—Two-tiered CRT workstation is designed for computer terminals with detached keyboards. Operator types at 26-in. height while display screen is at eye level. **Circle No. 239.**

C I Designs—Chairs by Vincent Cafiero have wood-trimmed open arms. Available in mirror chrome or bronze with any wood finish. **Circle No. 270.**

Harter Corp.—Worksurfaces, pedestals, reference shelves, cabinets, and task lighting are available in a modular system. In addition, Powerwall II houses communication and electrical wiring. **Circle No. 254.**

Haworth Inc.—Corner electronic work surfaces have recessed keyboard pads and cable access notches. Wiring is directed to power receptacles and communication raceways on electric panels. Components feature corner surfaces, mounted CRT carousels, freestanding EDP surfaces, printer tables, and mobile CRT tables. Available in a variety of fabrics and colors. **Circle No. 377.**

Davis Furniture Industries Inc.—Swivel chairs are trimmed in wood with polished aluminum accents on five-bladed bases. Armless, upholstered arm, and open arm styles are available in a variety of fabrics. Wood trim is walnut, oak, or lacquered black. **Circle No. 287.**

OFFICE PRODUCT REVIEW

Details enhance lines



Giroflex

Giroflex—Mechanism offers full backward chair tilt while front edge height remains constant. Five-prong base is on casters and armrests are open. Upholstery has linear design on back. **Circle No. 285.**

Harvey Probber Inc.—Solid mahogany cove-shaped posts accent transitional-styled workstation. Framing accent is antiqued bronze. Customized office furnishings and accents available in Advent III program. **Circle No. 280.**

Jasper Desk Co.—L-shaped secretarial desk has center file and box drawers. Return unit holds stationery storage compartment and box drawer. Credenza houses file and box drawers. **Circle No. 264.**

Systems Furniture Co.—Desk designed for data equipment comes in 24-, 26-, or 48-in. widths. A 10-in. deep shelf runs the length of the desk. **Circle No. 261.**



Harvey Probber



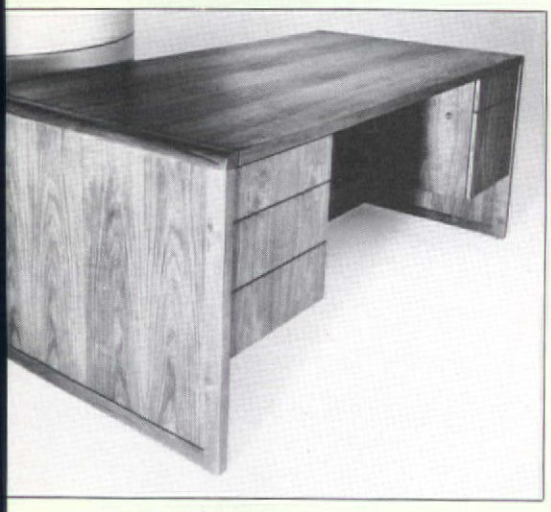
Jasper Desk



Systems Furniture

Gunlocke



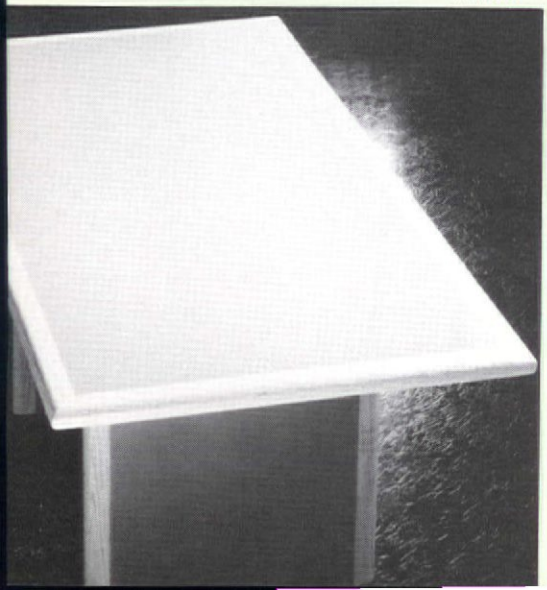


Eastern Cabinet



Steelcase

Falcon



The Gunlocke Co.—Rift oak modular units combine in a changeable paneled system. Panels are available in four heights and widths. Electrical and acoustical panels are optional. **Circle No. 311.**

Eastern Cabinet & Furniture Co. Inc.—Full end panels support multi-drawer desk from 7500 line. Bull-nosed detailing, modesty panels, and side-routed finger pulls are standard. Available in white oak, walnut, or laminates. **Circle No. 294.**

Falcon—Panel-base conference table has laminated top with solid wood edges. Base panels are matching wood. Bull nose edges and radius corners are available in 1¼- or 2-in. thickness. **Circle No. 263.**

Steelcase—Portable VDT stand adjusts for proper height and viewing angle. It accommodates VDTs with detachable keyboards. The knob on the side of the stand activates gears to move the surface. **Circle No. 257.**

OFFICE PRODUCT REVIEW

Comfort keys seating

Artopex Inc.—Cobra series chairs are contoured with patented suspension system for support. Five-pronged bases on swivel/tilt executive models sit on casters. All models available with or without arms. Fabric is 100 percent wool. **Circle No. 269.**

GF Business Equipment Inc.—Seating line is constructed in two-piece or scoop design with tufted back cushion. Available on casters, with or without arms. Arms come upholstered or open. Line ranges from executive to secretarial seating and colors vary. **Circle No. 271.**

Gote-Mobler—Beech bentwood frames upholstered executive chair offered by Torben Frederiksen. Swivel chair has padded arms and leather or fabric covering. **Circle No. 289.**

Emeco Industries Inc.—Height ranges from 24- to 29-in. in metal-based chair. Seat comes on casters with armrests and footrest. Seat, back, and arms are upholstered. **Circle No. 283.**

InterRoyal Corp.—Secretarial chair sits on four-star base with casters. Adjustable seat is heavily padded. Available in textured fabrics or vinyl. **Circle No. 272.**

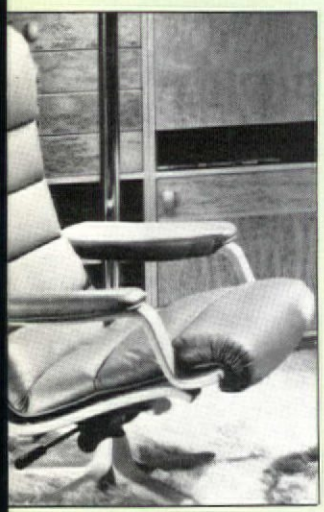
General Mica Corp.—Bounty executive chairs have adjustable back height and swivel/tilt chrome-plated bases. Exposed arms and hooded casters are of aluminum. Available in any fabric or leather selection. **Circle No. 265.**



Artopex



GF



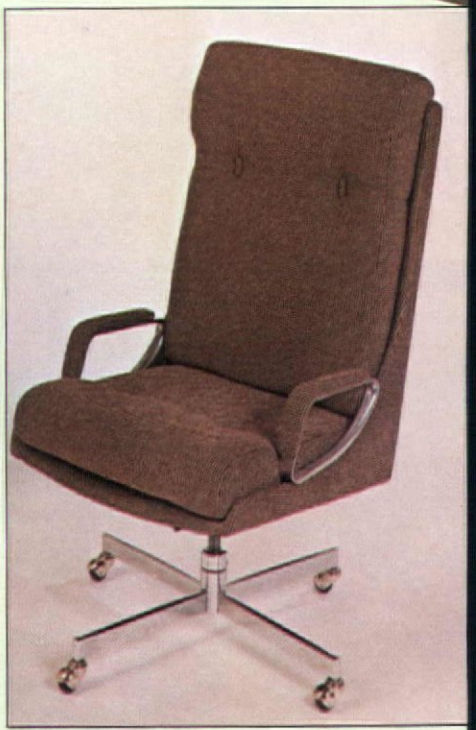
Gote-Mobler



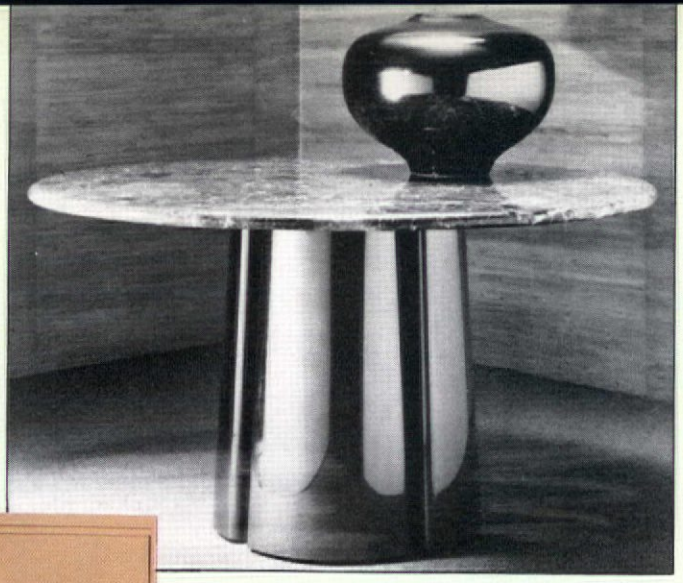
Emeco



InterRoyal



General Mica



Cy Mann



Invincible

Cy Mann Designs—Elyse Lacher's conference table has tapered brass or stainless steel base with recess detail. Bullnose-edged marble top is available in six qualities and base also comes in colored finishes. **Circle No. 248.**

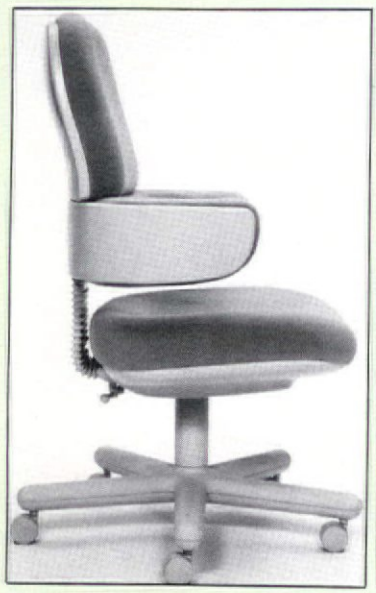
Invincible Metal Furniture Co.—One piece wrap-around construction frames lateral file drawers. Four and five-drawer models are constructed in stacked sections. Drawers have ball bearing suspension, adjustable glides, and fixed or roll-out shelves. Fixed front, receding door, or no door are other options. Adaptable for letter- or legal-size files. **Circle No. 310.**

Thonet—Designed for CRT operators, chair has narrow back and wrap arms allowing full range of movement. Seat back and pan are made of thermoformed plastic. Seat height and depth adjust and base sits on casters. Swivel/tilt or posture tilt mechanism is offered. Elimination of exposed metal assures safety near computer equipment. **Circle No. 274.**

Madison Furniture Industries—ReActa chair by Jerome Caruso has two-piece articulated shell. Seat and back adjust according to changes in sitting position. Available in brown, black, and putty, with or without arms. **Circle No. 262.**

Cumberland Furniture Corp.—Bevelled wood frame supports scaled, upholstered seat in all-purpose chair. Hand-rubbed oil finish available in white oak or walnut. **Circle No. 278.**

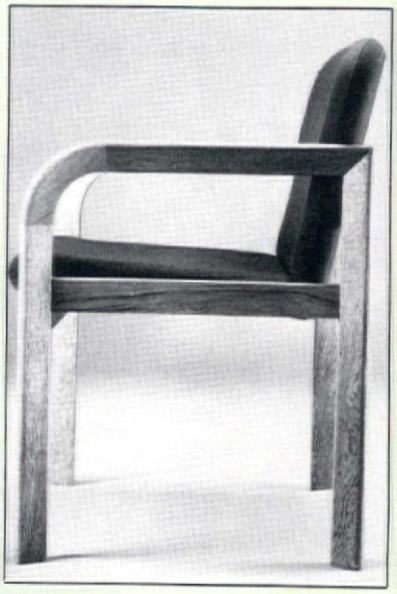
La-Z-Boy—Five-span chrome base sits on casters and chrome highlights arms in 7000 line of seating. Upholstered cushions are tufted. **Circle No. 247.**



Thonet



Madison



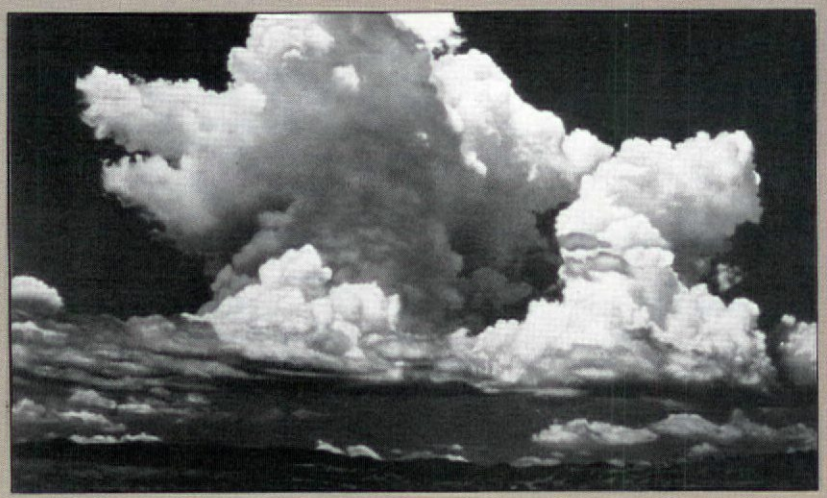
Cumberland



La-Z-Boy

ECLECTIC MEDIA EXPAND ART CHOICES

Stained glass, giant tiles, carpet tapestries provide wide variety for contract applications



Judith Selkowitz

Fine Art Resources



Judith Selkowitz Fine Arts—Larry Hofmann's "Cloud Formation near Cordes Junction, Arizona" was the first prize winner in the first Judith Selkowitz Fine Arts competition. The work, a 60-in. by 70-in. air-brushed acrylic painting on canvas, is one of 30 paintings the artist has completed in the past four years. Many of his works are part of corporate collections. **Circle No. 220.**

Fine Art Resources Inc.—Specialists in publishing original graphic works of contemporary European, American, and Japanese printmakers, firm will also commission tapestries, sculptures, and paintings for any project. Shown is a painting by French artist Yvaral. **Circle No. 232.**

Art for Institutions—"Courtyard at La Alhambra" is a 44-in. by 36-in. acrylic on canvas by artist Tanya. It is part of a collection of graphics, paintings, portraits, and sculpture available through Jean Lumbard's commercially-oriented gallery. **Circle No. 225.**

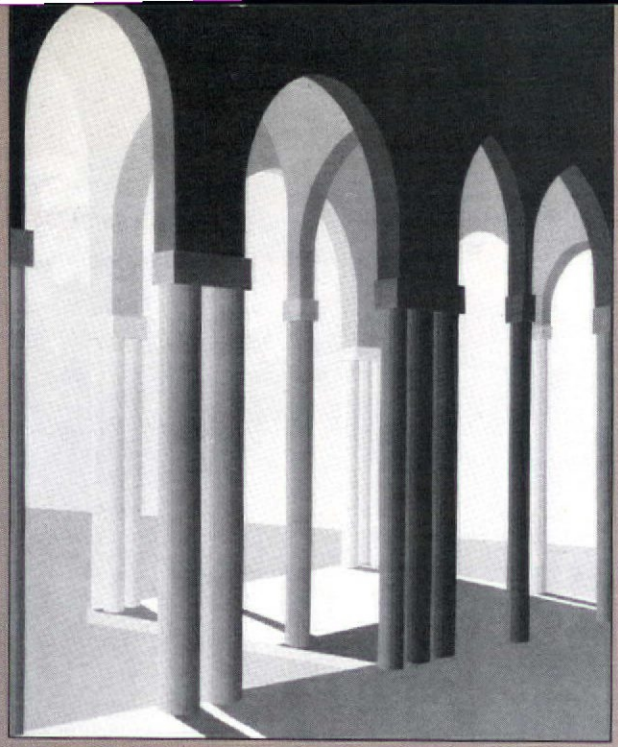
Graphic Encounter Inc.—Posters, graphics, limited editions, and custom framing are among the firm's offerings. Company has prints from Miro, Picasso, Kandinsky, Calder, and Botero in its collection as well as custom designed serigraphs. Specialty is hotel art and volume framing. **Circle No. 200.**

Peter Pepper Products—William Plante photography is available in 148 subjects in varying sizes. Each original color photograph is double matted and placed behind tempered glass. Frames are of aluminum or oak. Also available is an art display rack, model 65000, for posters and unframed art. Transparent bronze acrylic front- and back-panels are held in place by polished chrome crossbars. Finished nine-ply end panels are available in 22 colors. Sizes are 36-, by 36-, by 34-in. wide for posters up to 32-in. wide. **Circle No. 210.**

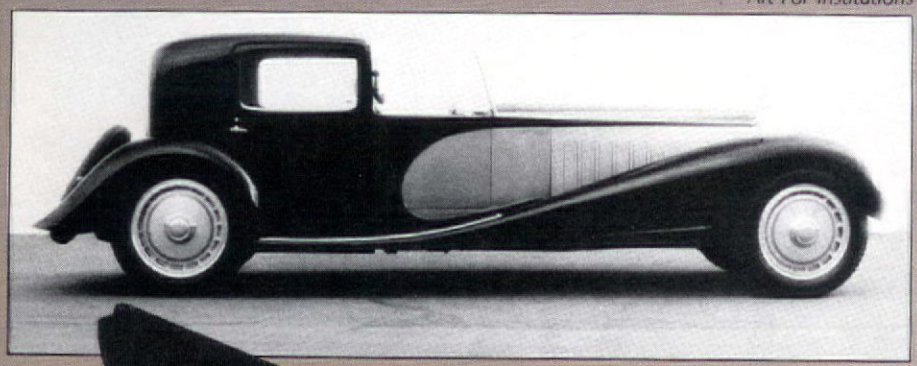
Ted Morris & Associates—Monterey Park National Bank features a 40-ft. by 4-ft. woven wallhanging depicting California's coastline. This and other works may be seen in the company catalog. **Circle No. 224.**

The Artisans Source—Artist/designer Dennis Abbe works in the tradition of Lalique floor screens to create one-of-a-kind, three-panel standing screens. Selection shown is a 6-ft. high triple screen, with 24-in. wide panels made of ½-in. carved and sand-blasted glass. Frame is of hand-crafted bronze. Available in a choice of clear, solar bronze, or gray colorations. All designs are sized and interpreted to client specifications. Free brochure is available. **Circle No. 218.**

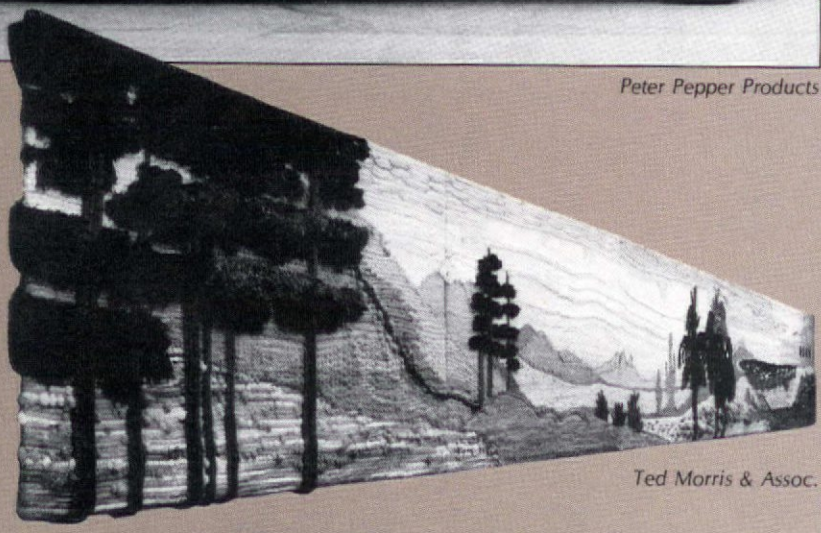
PS Decor—Offered are 20,000 photographic images in three different groups: environmental, historical, and custom collections. Firm uses Cibachrome II process on color prints and back-lighted display transparencies for fade resistance and color stability. **Circle No. 215.**



Art For Institutions



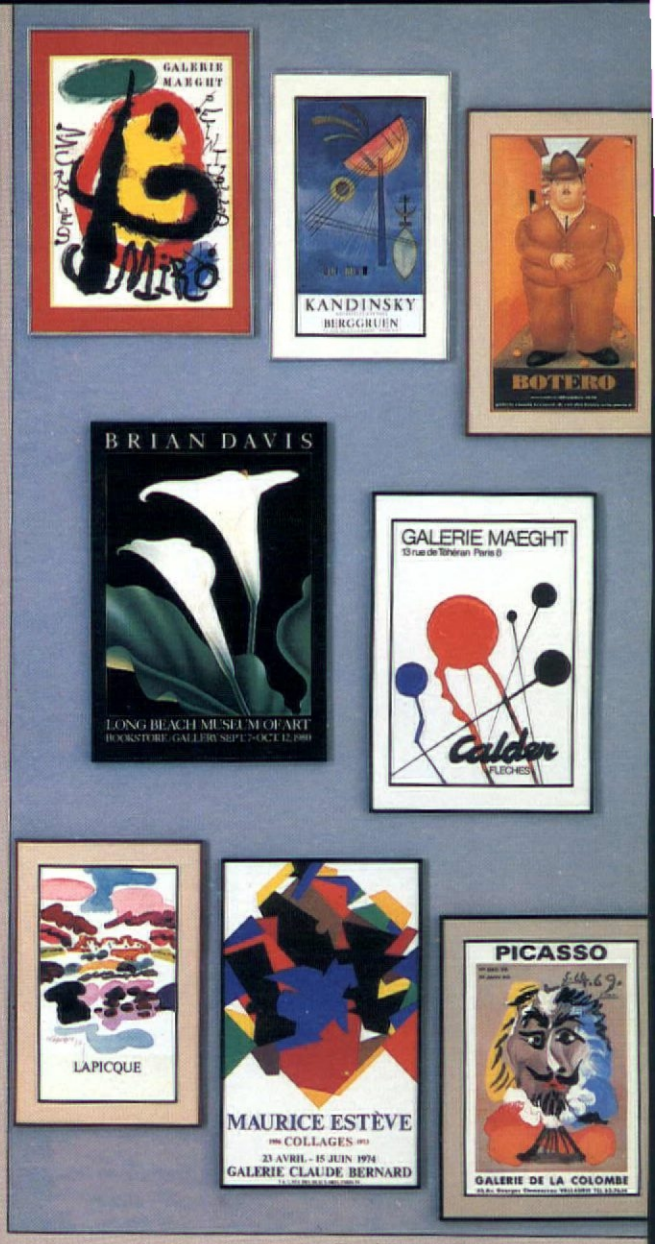
Peter Pepper Products



Ted Morris & Assoc.

PS Decor





Graphic Encounter



The Artisans Source

ARTS & GRAPHICS

Photo art bears fruit



Form III



National Art Services



Althea Viafora Gallery

Franciscan Studio Ceramics

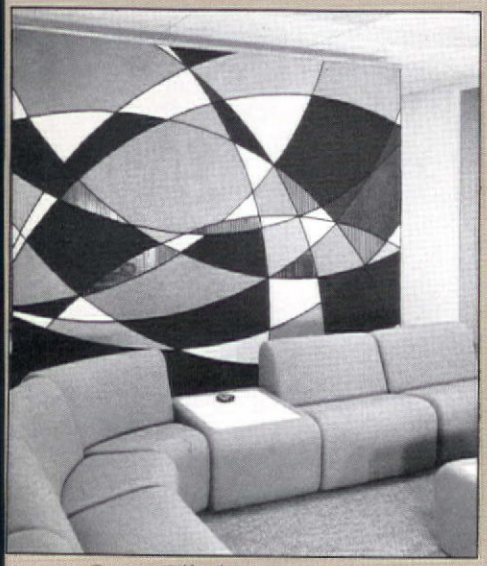




WW Graphics



Edward Fields

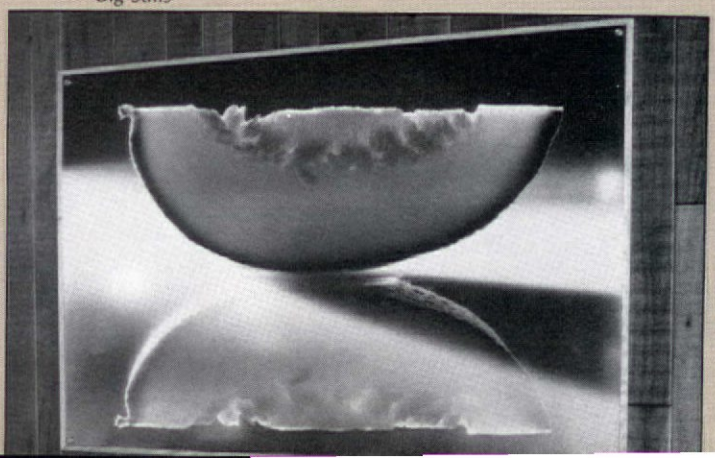


Gerson-Gilford Designs



The Reece Galleries

Big Stills



Form III—Aspen Shadows is a hand-crafted wallhanging on cotton canvas by weaver Nell Znamierowski. Shadow effect is created by a mixture of lustrous and matte fibers. Additional depth is achieved through variance of pile height and partially exposed canvas. Hanging is of 85 percent Ansor nylon/15 percent polyester. **Circle No. 227.**

Althea Viafora Gallery—Open to the trade only, the gallery represents 16 artists whose paintings are geared to the needs of interior designers. The work shown is by artist Steven Dasaro. **Circle No. 223.**

National Art Services—Firm offers framed prints from its own line of limited edition silkscreens, etchings, and lithographs. Specializes in custom color printing, matting, and framing for institutional users. **Circle No. 203.**

Franciscan Studio Ceramics—Hawaii's new AFL/CIO headquarters is graced by a 21-ft. by 11½ -ft. tile mural designed by Balazs Szabo. Firm provides experienced ceramic artists who will assist in executing original mural concepts, or will interpret designs submitted by artists. Glazes range from glossy and light-reflective to a flat, matte surface. **Circle No. 228.**

WW Graphics—Waters Edge, by Judith Hendler, is a 30-in. by 48-in. embossed, limited edition serigraph printed on 100 percent rag paper. It is available in purple, rust and blue color schemes. **Circle No. 204.**

Edward Fields—Two Hans Hofmann maquettes, intended for a piazza in Peru, have been translated into wool. The replicas of the 4-ft. by 7½-ft. Blue Loup and Purple Loup prototypes are available in limited editions of one hundred. The designs are offered in custom sizes for both wall and floor, provided they conform to scale and proportion requirements of the originals. **Circle No. 205.**

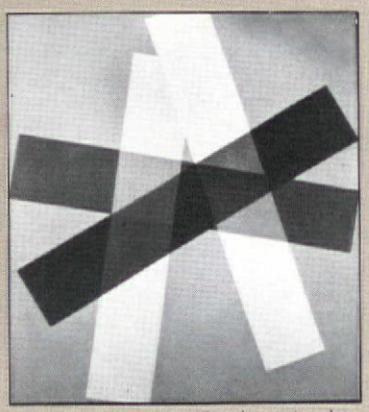
Gerson-Gilford Designs—Large-scale fabric art for contract interiors, ranging from banners to murals is available. Shown is a large fabric collage, double sided, used to separate executive and reception areas in Revlon's Edison, N.J. office complex. Design features vision panels created by use of vertical metal strips. **Circle No. 217.**

The Reece Galleries—Gallery represents over 150 artists covering a wide range of media. Offerings include graphics, oils, water colors, tapestries, and sculptures. Selection shown here is one of a limited edition of 20 serigraphs by Masaaki Noda. **Circle No. 212.**

Big Stills—The picture is no lemon. The Melon, by Joel Marcus, is a 40-in. by 60-in. color photograph, one of many unique works from Big Stills. Firm offers both antique and custom photographic reproductions. **Circle No. 237.**

ARTS & GRAPHICS

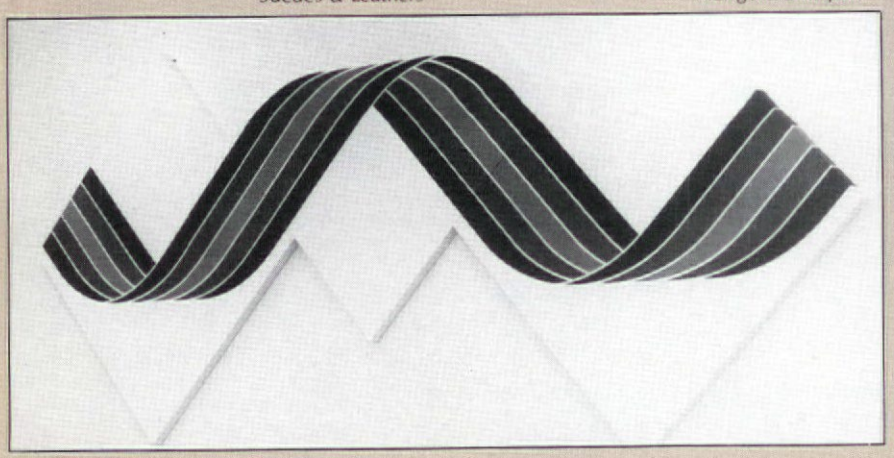
Glasswork adds colorful skylights



Suedes & Leathers



Marigold Enterprises



A.C. Graphics

Photographs by Stephen Knapp



Suedes & Leathers—"Tetrat" is a sample of a new line of contemporary artwork featured in the Suedes & Leathers showroom. It was designed by Howard Kuh. **Circle No. 207.**

Marigold Enterprises—Work of over 400 artists, including Pablo Picasso's estate, are part of the collection. A process called "Scana-mural" allows any image to be processed on tapestry-weight fabrics for hanging. **Circle No. 226.**

A. C. Graphics—Fabric designs stretched over a crossbraced pine frame and backed with black polyethelene sheeting are available as wall hangings. Surrounding frames are available in silver aluminum or choice of color. Designs are printed on cotton fabric, with Scotchgard. **Circle No. 211.**

Photographs by Stephen Knapp—Photomurals have been commissioned for corporate offices, banks, restaurants, and casinos. This example is a photomural of neon lights for Harrah's Marina Hotel Casino in Atlantic City. **Circle No. 222.**

Artafax Systems—Accoustical murals are faced with 100 percent polyester fabric. Silent Treatment panel features an inner core of press-molded fibrous glass and high fire retardancy. **Circle No. 213.**

Meteor Photo Co.—Firm offers custom environmental graphics for open office panels or structural wells. New seamless mural capacities permit single-sheet enlargements up to 73½- by 240-in. Available as removable inserts in a variety of finishes. **Circle No. 214.**

Envel Designs—Enveldome system is a 16-ft. round dome available in many different designs and client-specified colors. System includes code-approved Envelex decorative diffuser panels, precision 1/8-in, aluminum framework, plus all hardware and instructions. **Circle No. 202.**

Lee Naiman—The Benoit Gilsoul Studio uses new techniques for carving, etching, and texturing glass. The studio can handle projects from conception through installation. All varieties of glasswork are available. **Circle No. 235.**

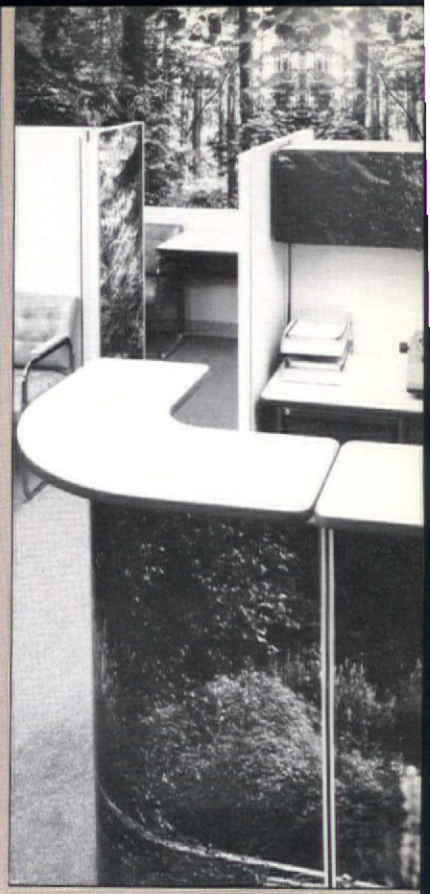
R. Volid Friedland Galleries—Gallery specializes in commissioned art for corporate environments. Shown is a commissioned piece by weaver Jane Knight, hanging in the Brownstone Condominium of Chicago. **Circle No. 221.**

Danjell Creations—Acrylic illuminated ceilings and wall panels resemble stained glass, with all hand-laid lead and custom colors. Firm makes arches, moldings and other accessories that can be reproduced in durable polyester fiberglass. **Circle No. 201.**

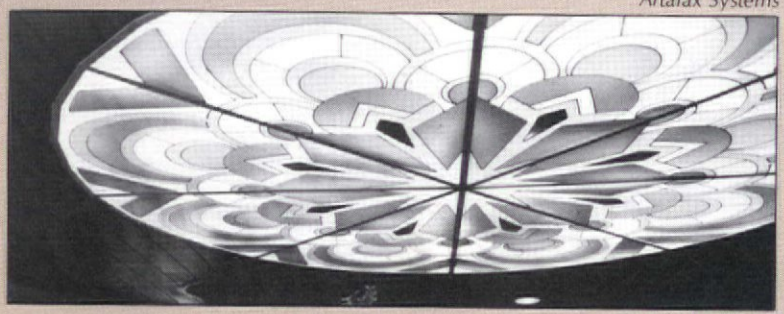
The Glass Menagerie—Pamela King creates stained glass designs, as well as repairing glass works and supplying glass materials. **Circle No. 238.**



Artafax Systems



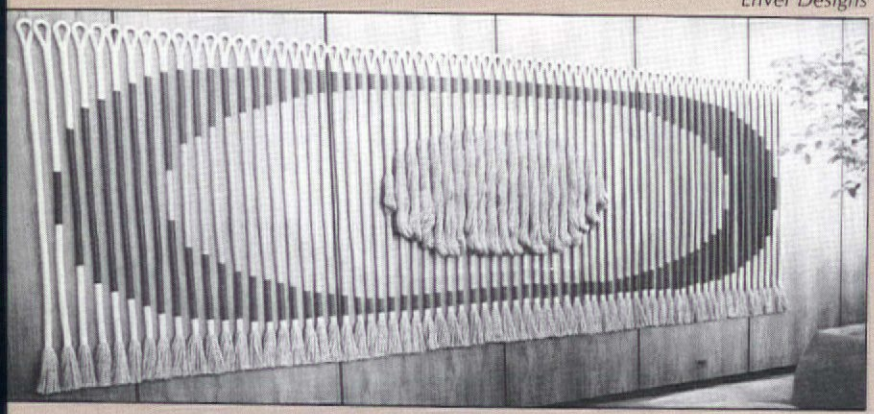
Meteor Photo Co.



Envel Designs



Lee Naiman



R. Volid Friedland Galleries

The Glass Menagerie

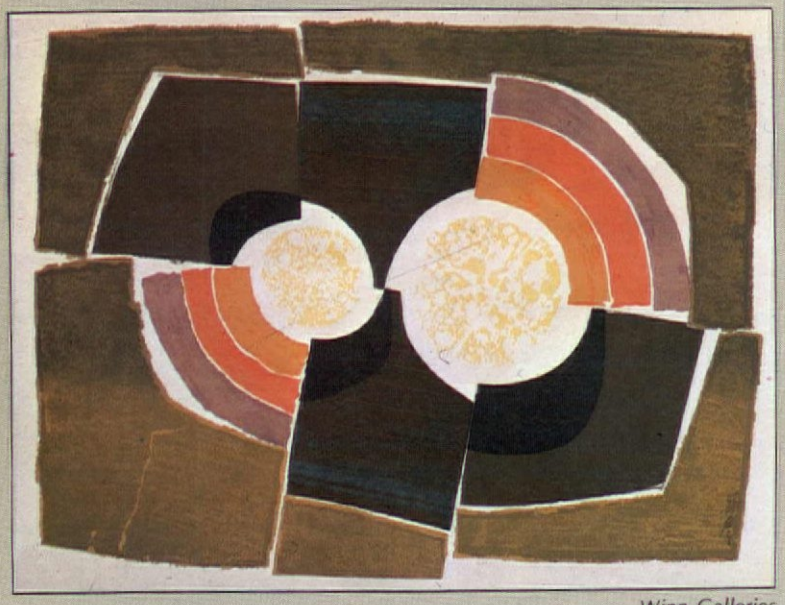




Danjell Creations

ARTS & GRAPHICS

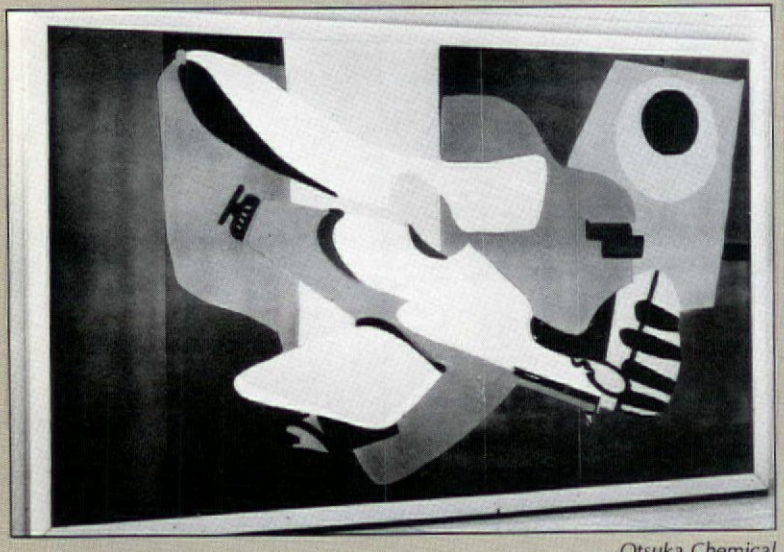
Space sets artistic pace



Winn Galleries



Kimric Products

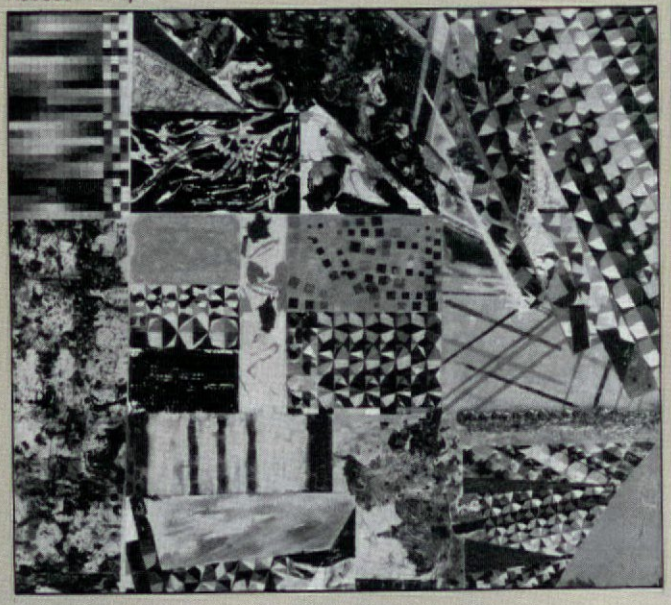


Otsuka Chemical



Modern Master Tapestries

Rebecca Cooper

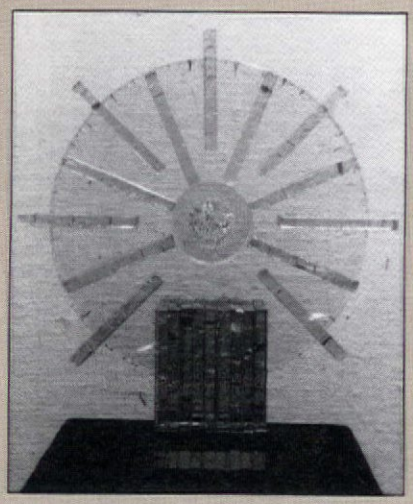


Etchings International





Walker Systems



Galerie Internationale



International Printworks



Environmental Graphics

Pace Editions



TSAO



Winn Galleries—"Suns of Alvarado" is part of an edition of 200 embossed serigraphs by Max Hayslette. **Circle No. 219.**

Kimric Products—Three nautical prints by marine artist Montague Dawson were added to Kimric Products' Decor line. Each print is framed under glass. **Circle No. 206.**

Otsuka Chemical Co.—Arshile Gorky's gouache, "Aviation," is an example of Otsuka Chemical's art transcription technology for ceramic panels. Reproductions of original works are available up to 10-ft. by 20-ft. **Circle No. 208.**

Modern Master Tapestries—New intros include more than 40 works designed by American artists. Handwoven in India or France, these designs are available in wool pile, silk, or combinations of the two, in limited editions. **Circle No. 229.**

Rebecca Cooper Inc.—A varied and unique collection of art work is featured by the company. Shown is "Screaming Denials" by David Headley, a 32-in. by 36-in. oil and acrylic on canvas. **Circle No. 216.**

Etchings International—James H. Miller and Dianna Thornhill Miller collaborated on this leather mosaic for the Lincoln National Life Insurance Co. The custom piece is one of many available through Perle Goodwin's Etchings International. **Circle No. 230.**

Walker Systems—A complete picture, print, and panel display system includes picture moldings, hanger rods, hooks, and holders for large- or small- framed art. **Circle No. 375.**

Galerie Internationale—Torres Esteban specializes in glass and crystal. His works have been featured in museums throughout the U.S., including the Museum of Modern Art's New Glass Exhibition. **Circle No. 236.**

International Printworks Inc.—"Curvus" is a series of 36-in. by 56-in. stretched panels. Other offerings include dividers, banners, window treatments, and coordinating accessories. **Circle No. 231.**

Environmental Graphics—Saturn is an 8-ft., 8-in. by 13-ft., 8-in. photomural designed for the futuristic environment. Graphics are supplied in eight 42-in. by 54-in. panels which are applied to the wall to form an overall design. **Circle No. 234.**

Pace Editions—"Landscape With a Landscape" by Louise Nevelson is a unique tapestry, woven in the Gobelin technique. Work was executed in collaboration with Gloria Ross. **Circle No. 233.**

TSAO—Handprinted silkscreen murals and wall hangings feature designs printed on colored canvas backgrounds. They are available as framed panels (28-in. by 28-in.), or with polished chrome frames. **Circle No. 209.**

'AGIDA'

Acido/a-gi-da/ɲ (Italian) stomach distress, acid indigestion, nausea. Any condition of extreme gastric discomfort, bloatedness. Often accompanied by headache and generally pallid appearance. Usually precipitated by overindulgence in food and or drink, but as often the result of mental stress or anxiety. syn.: heartburn.

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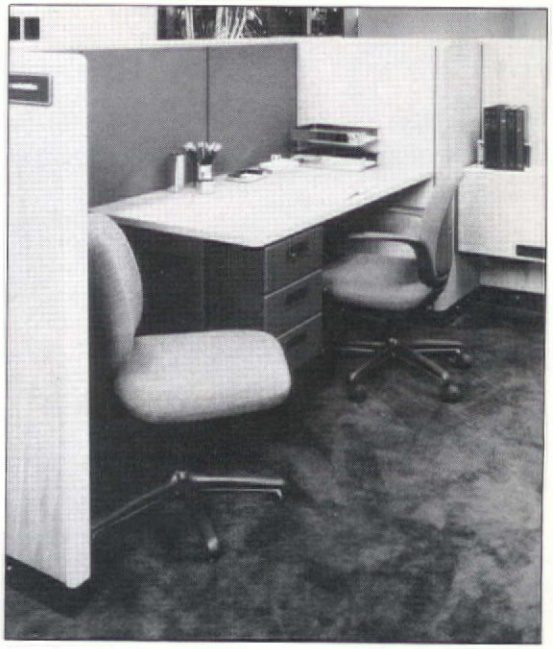
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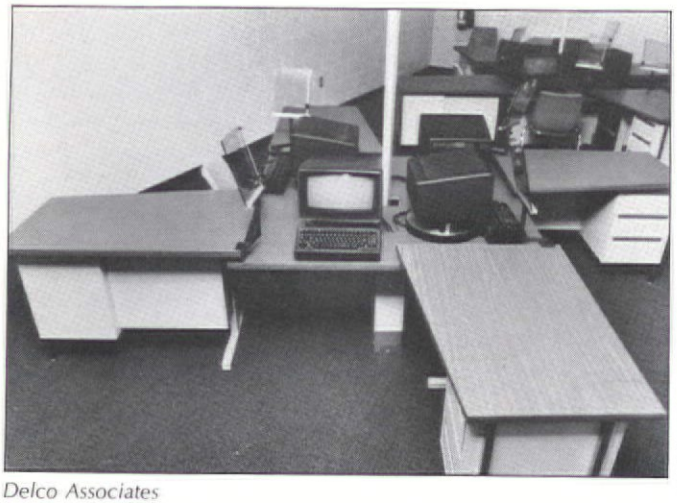
Circle 110 on reader service card



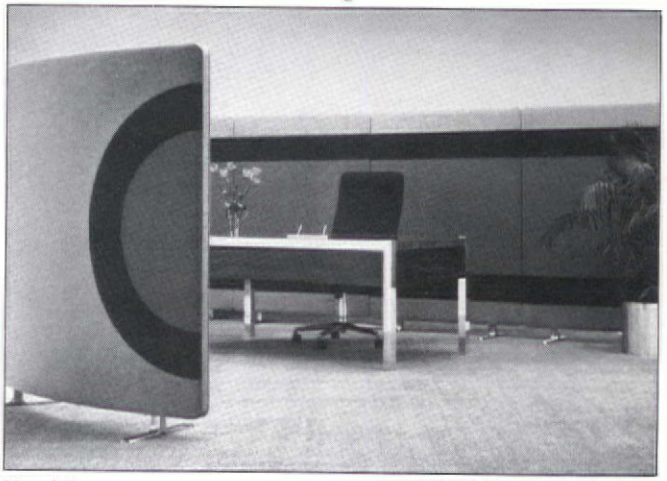
Creative Dimensions



American Seating



Delco Associates



Vogel-Peterson



Tate

Electrical access is vital in flooring for open plan modules

Creative Dimensions—Executive desk and credenza have hollow core construction on top and sides, full perimeter oak drawers with decorative fronts, and optional trim packages. Available in various laminates and woods. **Circle No. 268.**

American Seating—Snap-in panel inserts and electrical panels offer flexibility in wood-detailed units for open plans. Oak or light and dark neutral finishes are available with chrome or dark neutral base plates. **Circle No. 277.**

Delco Associates Inc.—Cable entry and outlets with concealed wiring are housed in cluster unit's central table. Tapered desk design provides more than a 90-degree angle between desk and terminal table. Central unit is 26-in. high with desks available in varying lengths. **Circle No. 246.**

Vogel-Peterson—Curved or straight screens are offered in 13 sizes and 55-, 64-, and 75-in. heights. Covering is woven polyester or nylon velvet with 40 color, and 10 pattern choices. Inner frame is reinforced tubular steel and outer frame is extruded aluminum. Screens have class A fire rating. Trim options include fabric, oak, walnut, vinyl, and aluminum. **Circle No. 251.**

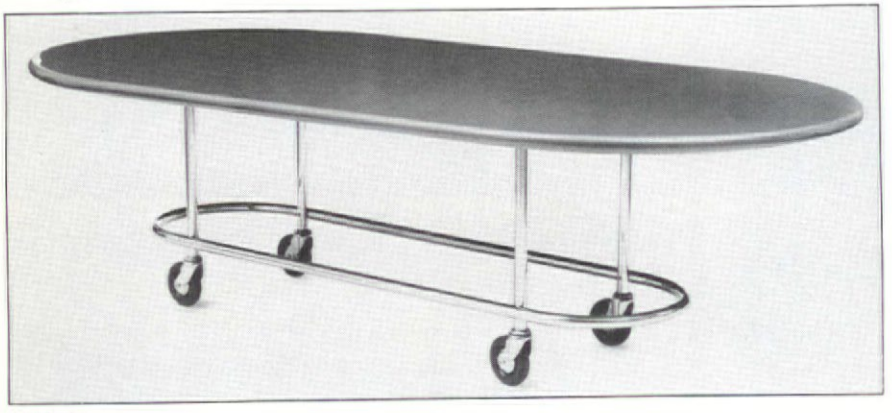
Tate Architectural Products Inc.—Telephone, electric, and data system wires are easily accessible with panel floor systems. The new Tate distribution box accommodates two duplex receptacles and telephone and CRT connections. Boxes fixed to the panel underside feature a disconnecting cable for movability. They are fully carpeted. **Circle No. 383.**

Metallic frames give sharp look to design lines



Lunstead

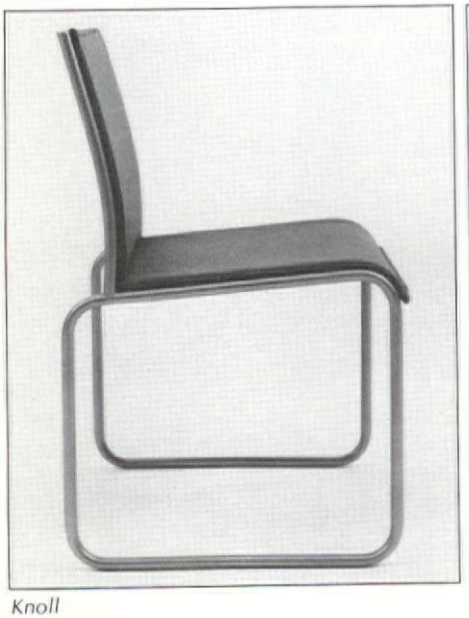
Lunstead Designs—Matrixsystem modular components are available in three widths and heights with three connectors. Communication and electrical raceways are standard. Inset panels come in wood or acoustic material in two sound absorption ratings. **Circle No. 249.**



Brickel

Brickel Associates Inc.—Ward Bennett's mobile conference table has stainless-steel scaffold base with foot rail. Capsule-shaped top is bullnose-edged and available in wood, Imron, and other finishes. Caster wheels are rubber. **Circle No. 290.**

Knoll—Steel pull-up chair, designed by Richard Schultz, is constructed of 3/4-in. steel tubing. It is available in paint finishes or chrome with a variety of fabrics. Also available with arms. **Circle No. 378.**



Knoll



IIL

IIL International—Attache Series by Bernd Muenzebrock has padded and upholstered tubular steel frame. Five-prong base is case aluminum. Conference chair available with swivel or locking swivel/tilt action. **Circle No. 273.**

Dependable Furniture—Modular seating system allows a variety of configurations. Units have French seams and chrome, bronze, oak, or walnut bases. **Circle No. 284.**

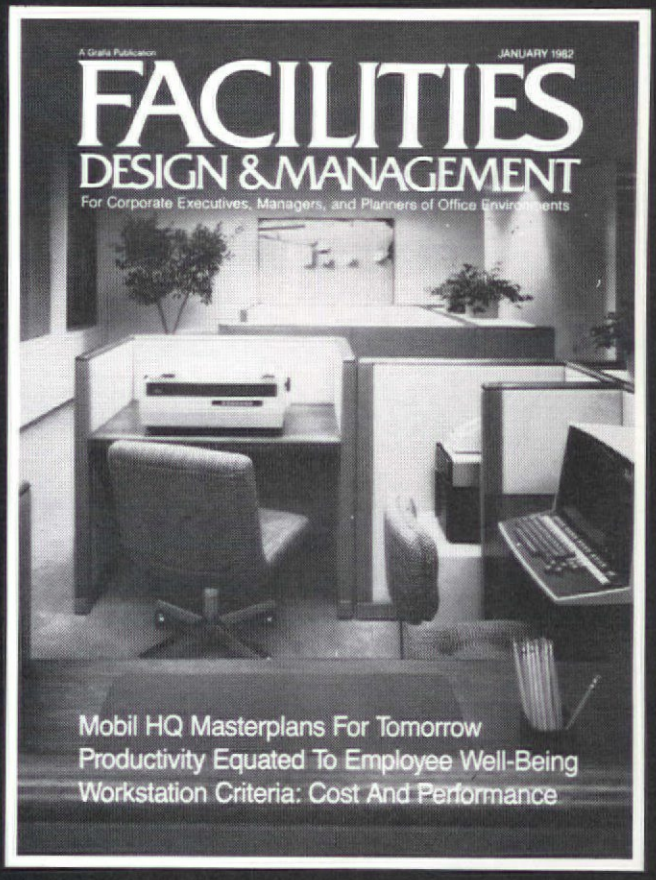


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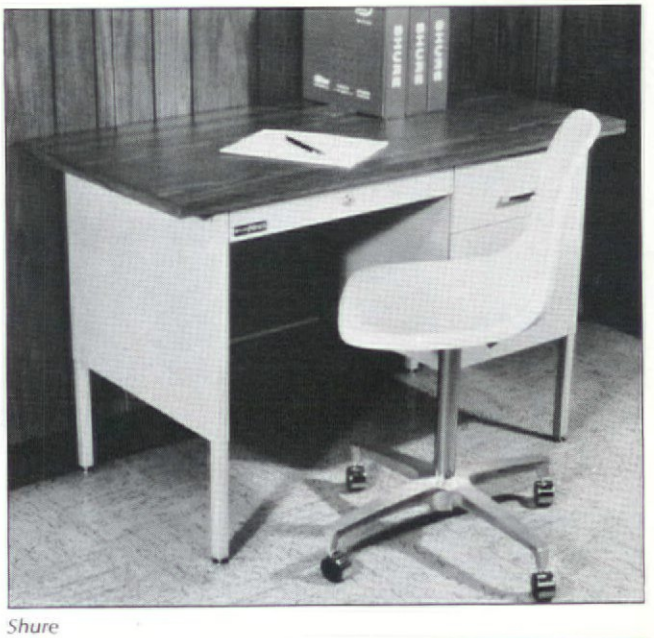
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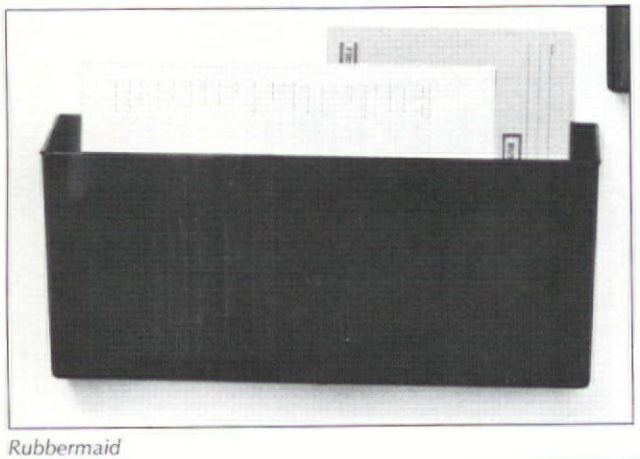
Circle 111 on reader service card



Brayton



Shure



Rubbermaid



Corry Jamestown



Packard

Soft chair, practical desks set tone for variety

Brayton International—Walter Knoll chair has matching ottoman and two- and three-seat sofas. Available in fabrics and leathers. **Circle No. 243.**

Shure—Metal and laminate desk has legal size file drawer for left-to-right or front-to-back filing. Box and locking knee hole drawers provide additional storage. Desk has adjustable leg levelers. **Circle No. 242.**

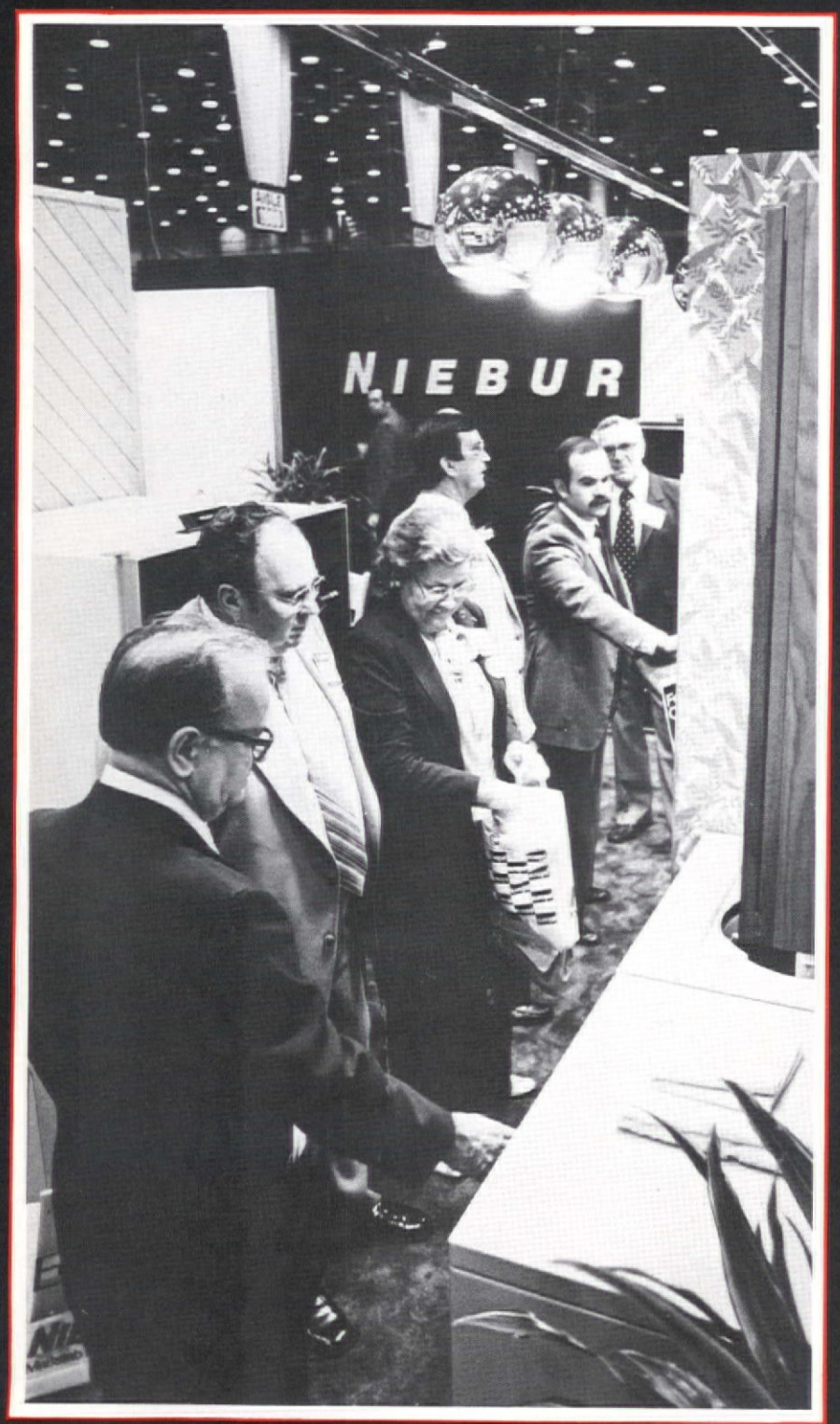
Rubbermaid Commercial Products Inc.—Vertical files adhere to any surface with magnetic tape, foam tape, or screws. All items are included in file package for easy installation. **Circle No. 259.**

Corry Jamestown—Single pedestal desk has recessed drawer pulls, black base, single pedestal lock, and optional center drawer. Concealed raceways hide wiring. Desks comes with right or left pedestal and varied drawer arrangements. Four sizes available. **Circle No. 240.**

Packard Industries Inc.—Steel partitions are topped with safety glass in three heights. Construction is panel-post. Available in five finishes and 25 colors. **Circle No. 255.**

Kitchen/Bath Industry Show

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Keene Corp. combines task and ambient lighting in its free-standing, portable Deskmaster fixture. The unit fits over a desk and provides 100 foot-candles of light from a two-lamp 40-watt fluorescent source. The fixture allows desks to be placed back to back.

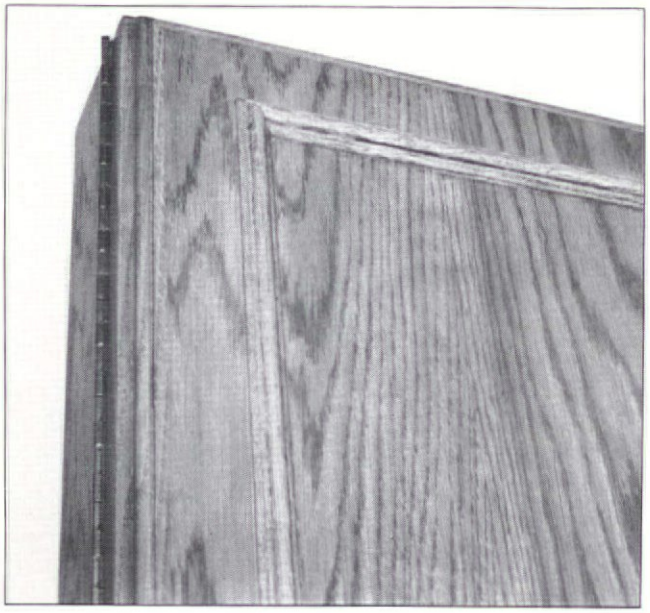
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COTTON PRINT LATEST IN LINE

Butterflies and flowers deck the latest fabric in the continuing Winterthur Collection from Brunschwig & Fils Inc. The print, Reve du Papillon, has a 39-in. repeat on 51-in. cotton with matching wallpaper available. Colors of yellow, turquoise, celadon, apricot, and silver combine in the print.

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SCULPTING FRAMES COMMUNICATION CENTER

A traditionally sculpted wood edge surrounds Hardwood Visuals' communication center. Hinged doors enclose a flip chart, cork panels, writing surface, and optional projection screen. Available in natural, medium, dark oak, and walnut.

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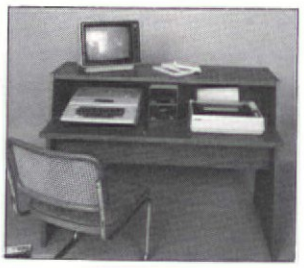
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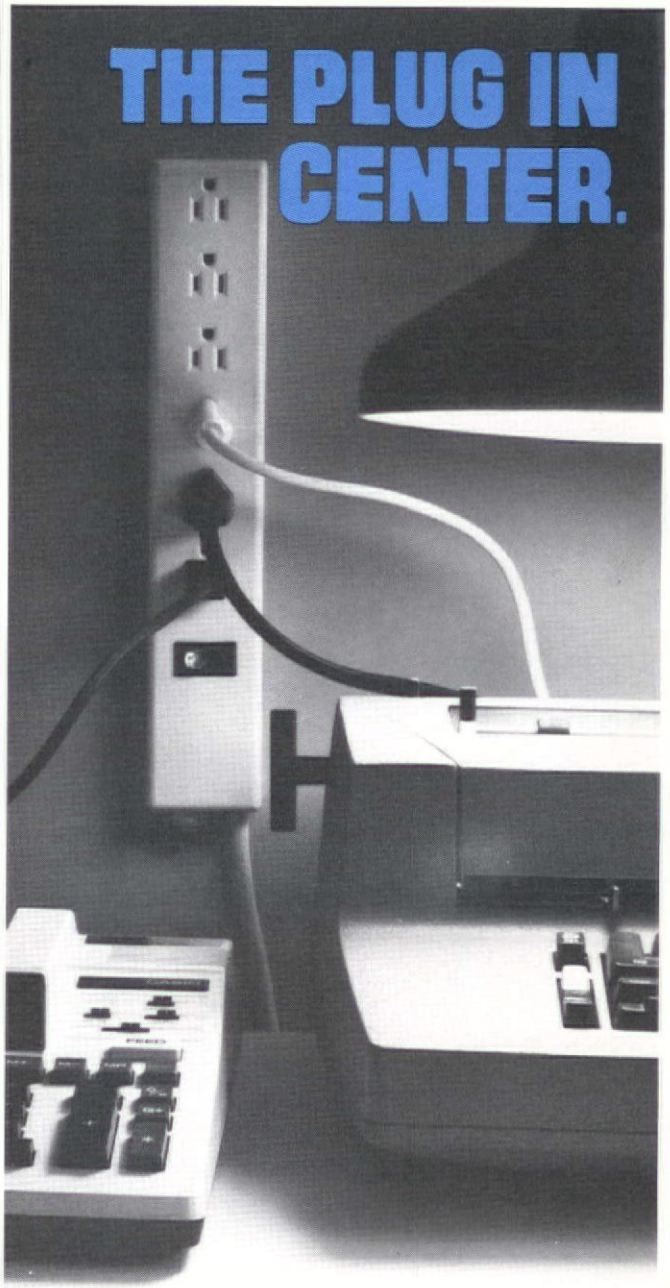
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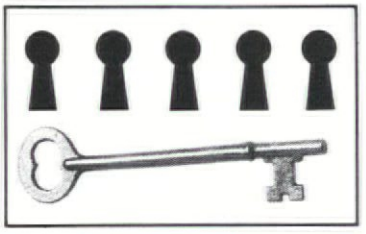
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MAKING THE TOUGH DECISIONS



A budget-management report from United Way

At United Way, volunteers carefully review the budgets, operating patterns and track record of agencies asking to become part of the United Way organization.

They scrutinize the various functions performed by the agency, look at the kinds of people it helps, and evaluate its success in delivering its services.

But what happens when a new service agency wants to become a United Way organization—especially when there may be two or more equally qualified organizations equally in need of United Way support? Who chooses? And on what basis?

The answer to this question is often complex. And sometimes it can be an agonizing decision to admit one agency instead of another.

The people decide

But the bottom line is that volunteers do make the decisions after carefully weighing all the pros and cons. It's sometimes a hard process, but it's as fair as we know how to make it.

Volunteers work free of charge doing everything from collecting money to deciding how it will be used, so administrative costs are kept low.

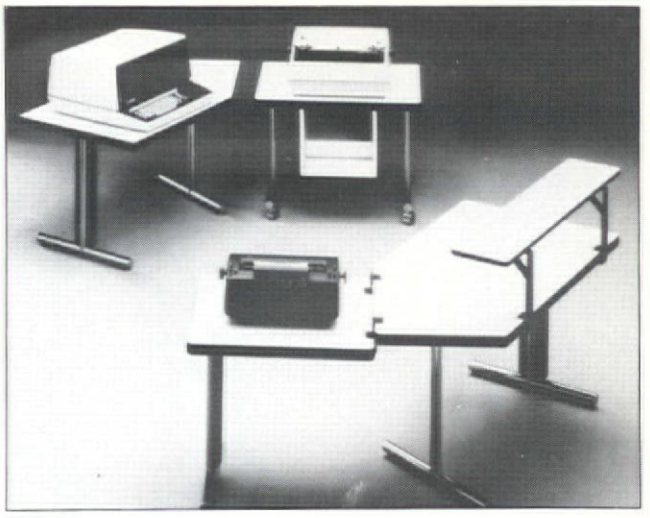
And that's how United Way works so well. And why.

United Way

Thanks to you, it works. For all of us.

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PRODUCTS & SERVICES



HOWE OFFICE UNITS OFFER FLEXIBILITY

The Information Management Station (IMS) from Howe Furniture Corp. features flexibility and adaptability for automated workspaces. Geometric-shaped units are laminated particle board edged in black vinyl. "T" legs are constructed of 1 3/4-in. polished Chromax plated tubular steel. Varying heights and groupings are available to accommodate buyers' needs.

Circle 381 on reader service card



WOODGRAIN PANELS CREATE GREAT DIVIDE

Panels of Marlite Monoplank, designed to look like cedar, form dividers in a North Carolina fast food restaurant. Selected by Jay Buchbinder Industries, the panels are available through the Commercial Division of Masonite Corp. The beige woodgrain has shiplap joinery and can be applied with adhesive. Monoplank has a melamine finish. It is complemented by plexiglass and upholstered fiberglass trim.

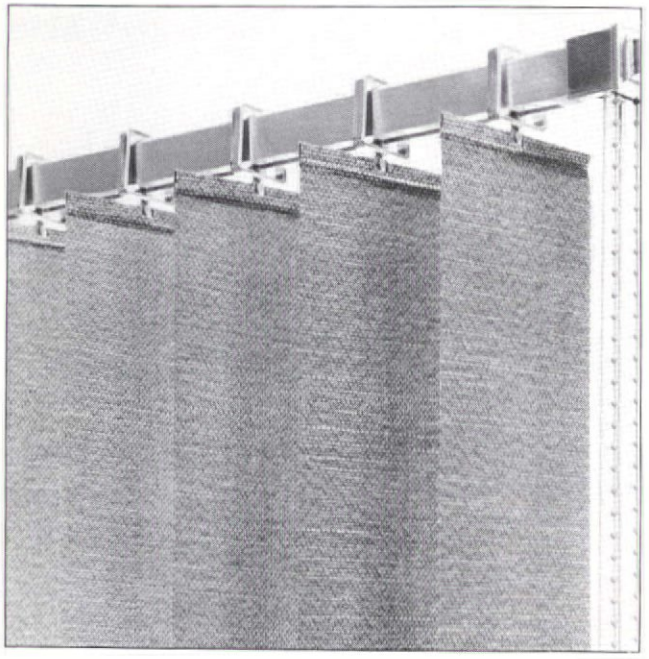
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FOCAL POINT ADDS 27 NEW MEDALLIONS

Focal Point Inc., an architectural ornamentation manufacturer, will add 27 new ceiling medallions to its 1981 line. The medallions are constructed of polyurethane and other polymers. The Simplicity Series (shown) is available in 12-, 18-, 24-, and 31-in. diameters. Cornice molding, domes, niche caps, overdoor pieces, and stair brackets in complementary styles are also available.

Circle 382 on reader service card



CURTAIN TRACKS ADAPTED FOR VERTICALS

Rust-proof curtain tracks support vertical window treatments in conventional fashion. A Suntec product, the tracks have plastic and fabric bead chains for permanent rust-proof quality. Imported by Window Modes Inc.

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NEVINS

THE SLING CHAIR



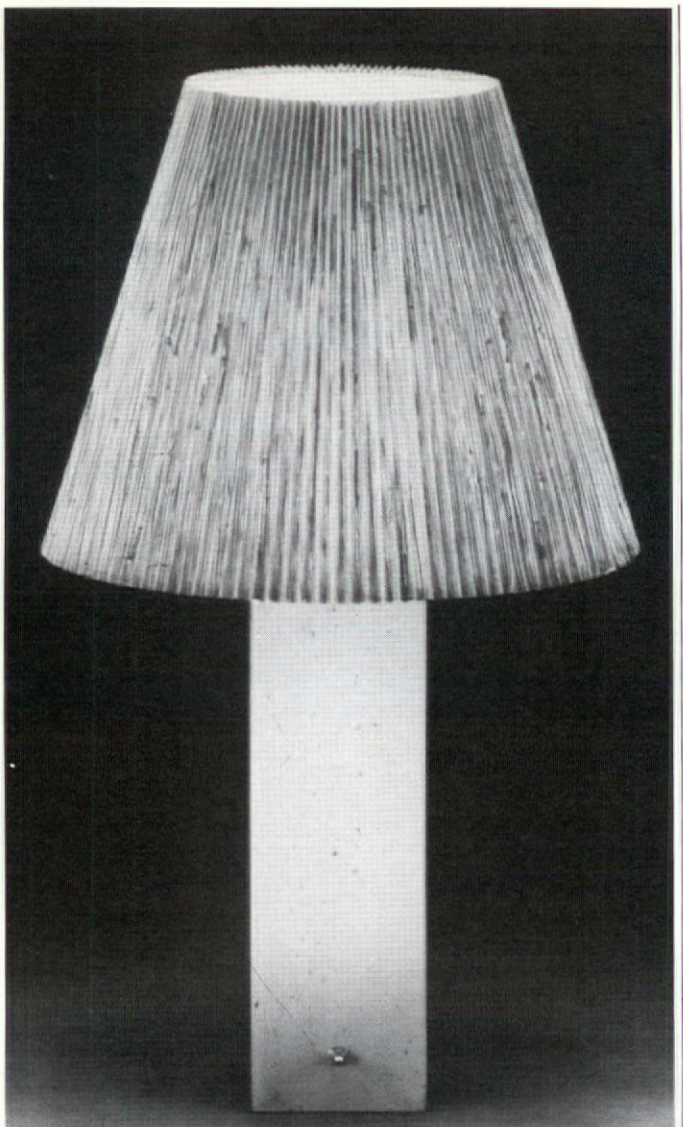
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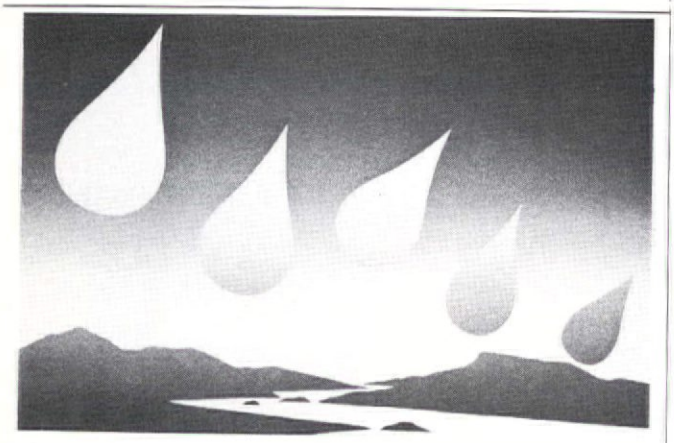
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CARPET TUFTED FOR TOUGHNESS

Tufting process gives cut-and-loop surface to carpet from Bigelow-Sanford Inc. Made of Antron III filament, the carpet texture helps endure traffic and provides convenient maintenance. Offered in 16 heather colors.

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Mircea Milcovitch
Aurore Opus 273

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Edition of 40

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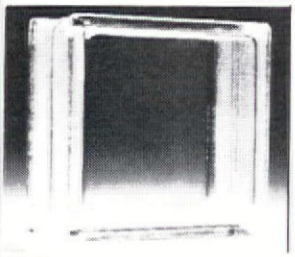
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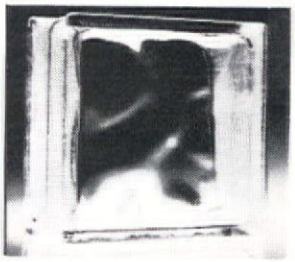
GLASS BLOCK WINDOWS/WALLS

Attractive Problem Solvers

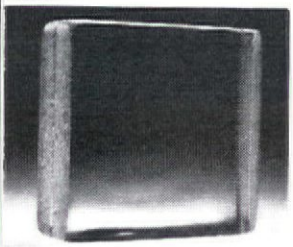


VUE

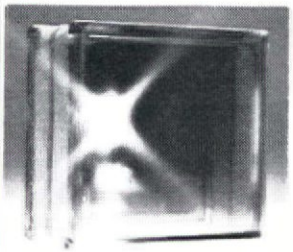


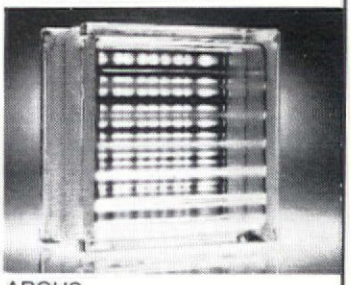


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A time proven solution for today's design needs. Glass blocks broaden the aesthetic possibilities of glass while providing unique design and function characteristics.

Glass blocks can direct, diffuse, reduce or reflect light to meet the needs of the designer. Natural light and artificial light can be used dramatically, often in complimentary applications.

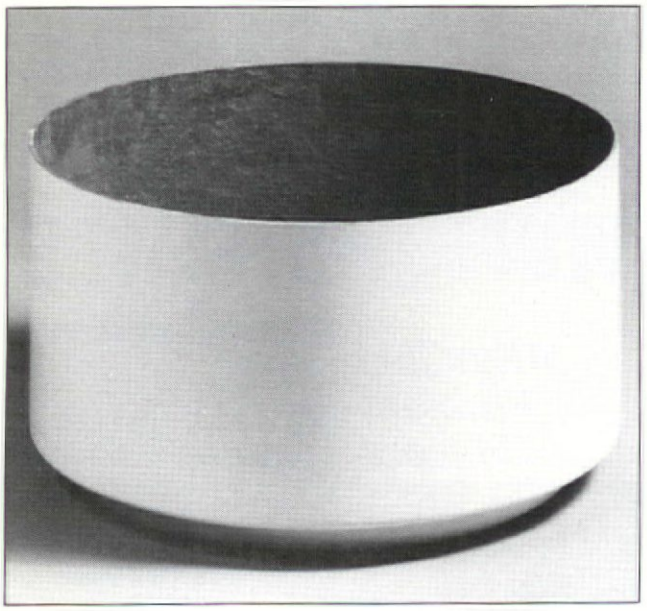
In addition to these design solutions glass block offers designers insulation benefits, reduction and control of noise transmission, increased security and easy maintenance. It's the natural answer for designers.

For additional information:

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REINFORCED PLANTER GOES INDOORS OR OUT

Weather-resistant, color-fast planters from Contemporary Products Inc. are reinforced with fiberglass. Semi-gloss exterior finish resists fading, cracking, and chipping. Available in varied sizes and colors.

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SLIDING DOORS COVER CREDENZA STORAGE

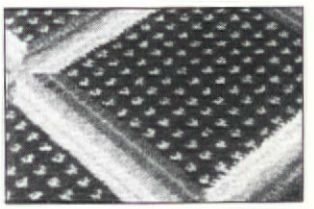
K.D. credenza offers space in four drawers and center cabinet. Contemporary line comes in oak or walnut. From SK Products Corp., Case Goods Division.

Circle 340 on reader service card

DOT DESIGN HAS DIMENSIONAL EFFECT

Axminster-constructed carpet from Couristan is 80 percent wool and 20 percent nylon. Shown is Panel Dot, a broadloom pattern available in a variety of classic colors.

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THE UNITED WAY HAS A BIGGER CASH FLOW THAN HALF THE COMPANIES ON THE NEW YORK STOCK EXCHANGE AND THE LARGEST STOCK HOLDER RETURN OF ANY.



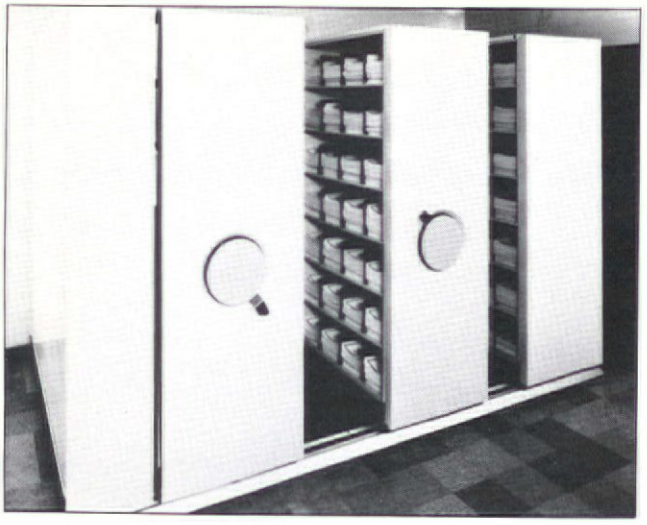
An amazing 89¢ of every dollar you give to the United Way goes to agencies that help people in need.

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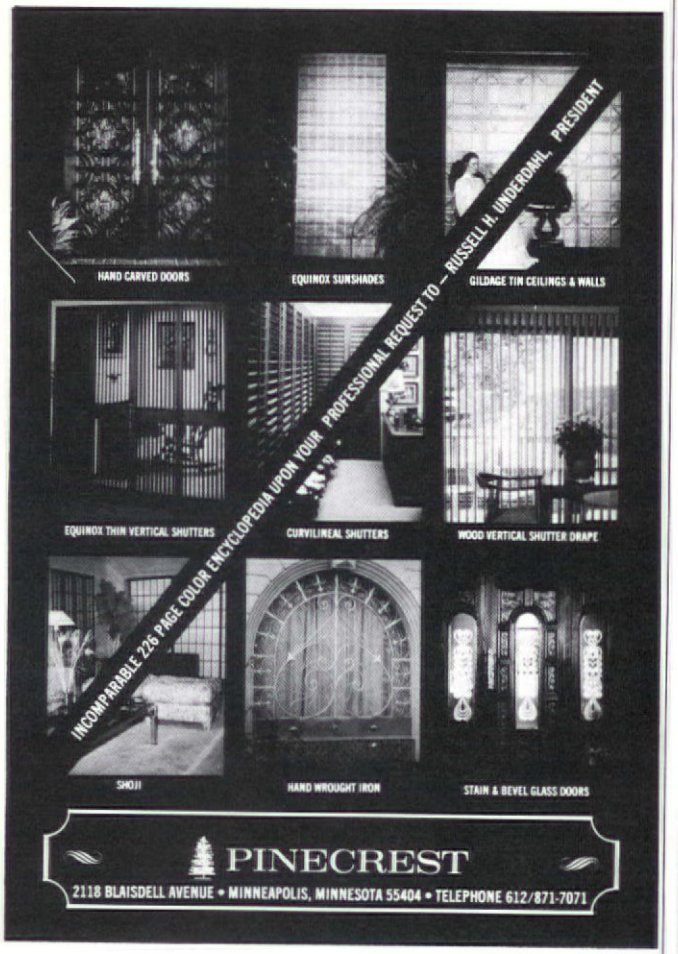
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MOVABLE SHELVING SAVES SPACE

A rail system for shelving from Stacor Corp. allows any filing equipment or shelving to be moved for aisle access. The movable system eliminates wasted aisle space existing between units. An optional mechanical assist helps operator move shelving. Equipment is placed on rolling carriers which lock into rails on a 1½-in. platform. The system does not require fastening to the floor, yet accommodates 30,000 lbs.

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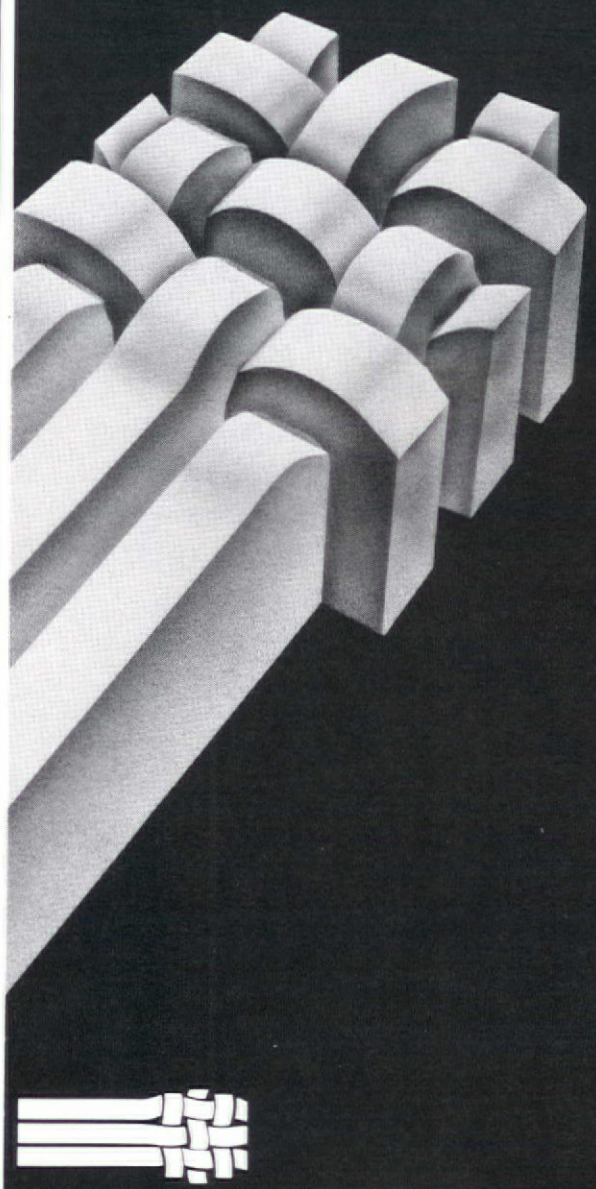


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INNOVATIVE DESIGN STRATEGY

NYLON VELVET BASICS

Sturdy nylon velour in a beautiful spectrum of soft contemporary colors. Carefully woven and permanently flameproofed for elegant contract upholstery and wallcovering. Lovely new sample book available.

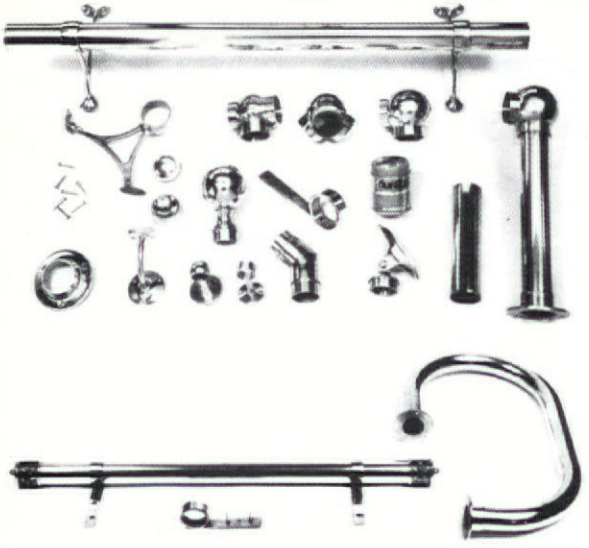


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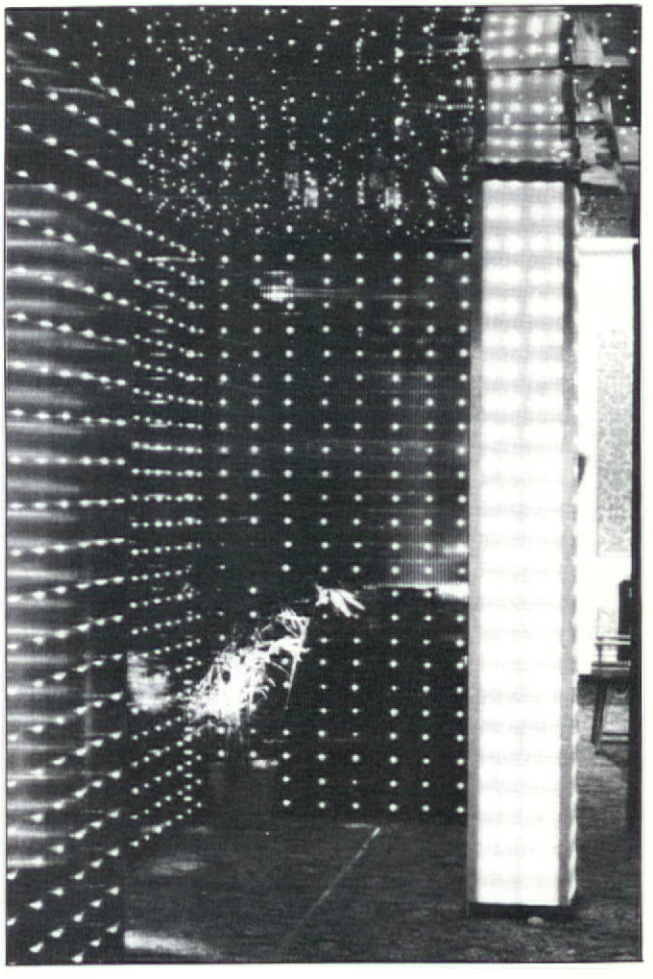
So take the time, and...

TAKE A BITE OUT OF CRIME

Write to McGruff, Crime Prevention Coalition, 20 Banta Place, Hackensack, NJ 07601 for lots of information on Crime Prevention.

Ad Council
A message from the Crime Prevention Coalition, this publication and The Ad Council.
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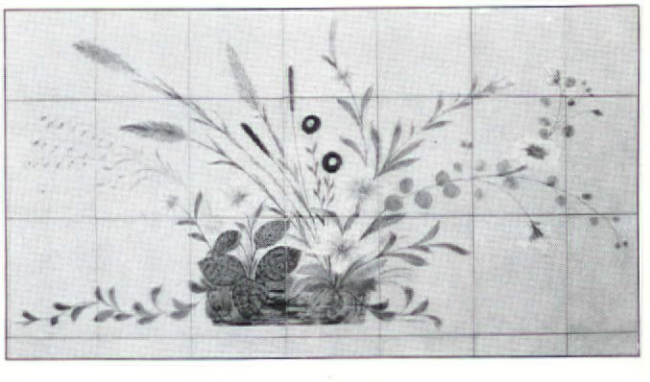
PRODUCTS & SERVICES



SEE THE LIGHT WITH SHEET FIXTURES

Crystawall, from Lightworks, is a semi-transparent unbreakable sheet lighted from within. The 5/8-in. thick material comes in sizes up to 4- by 8-ft. Lamps may be ordered in one, three, four, eight, or ten circuits, with a five-year warranty. Sheets come in clear, bronze, and translucent white. One panel may contain up to 384 lamps. Crystawall is a thermal and acoustical insulator.

Circle 324 on reader service card



HAND-PAINTED DESIGN ADORNS WALL TILES

Italian ceramic wall tile from Corallo are crazed for an antique effect. The 8- by 10-in. tiles feature flower mural in contrasting colors.

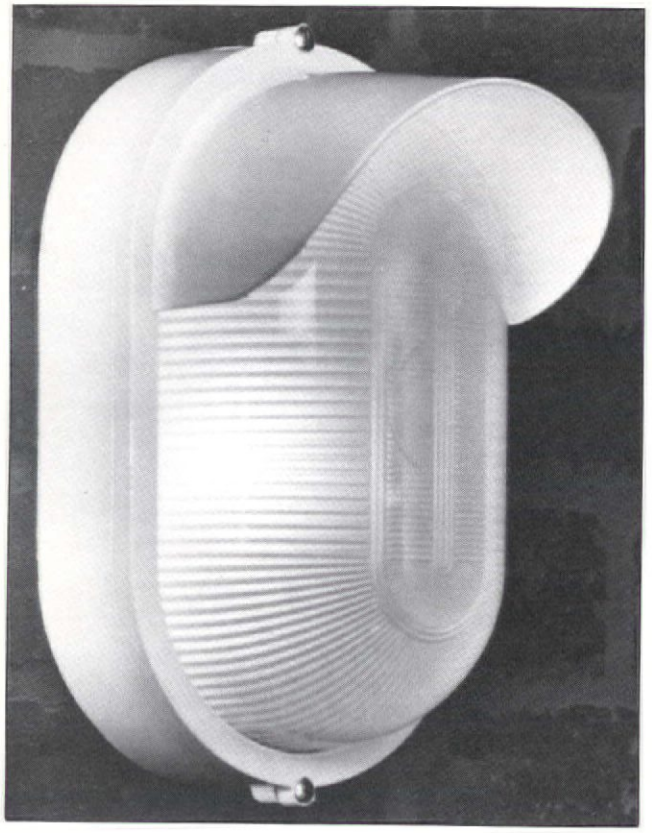
Circle 341 on reader service card



LOW VOLTAGE LINE IN THE SPOTLIGHT

Low voltage selections from Progress Lighting use PAR lamps which deliver a controlled narrow light beam at reduced wattage. Each unit has built-in transformer and is designed for use on a Progress Trak-1 track. Lights are offered in several finishes for designer needs.

Circle 330 on reader service card



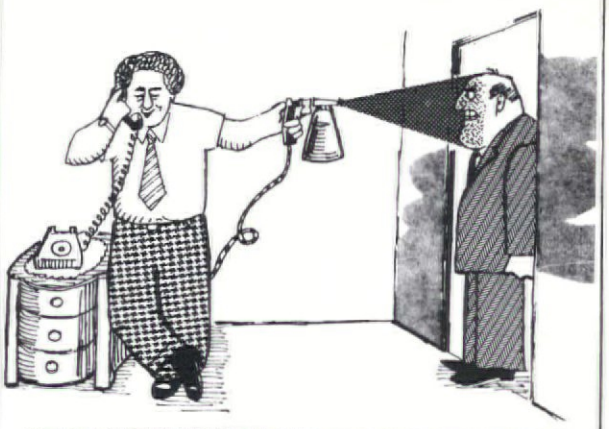
LANTERN HAS TRAFFIC LIGHT LOOK

Shock-resistant thermal glass is inside sand-blasted to eliminate glare in Lightolier's eyelid design lamp. Die-cast aluminum hood and backplate come in bronze or white.

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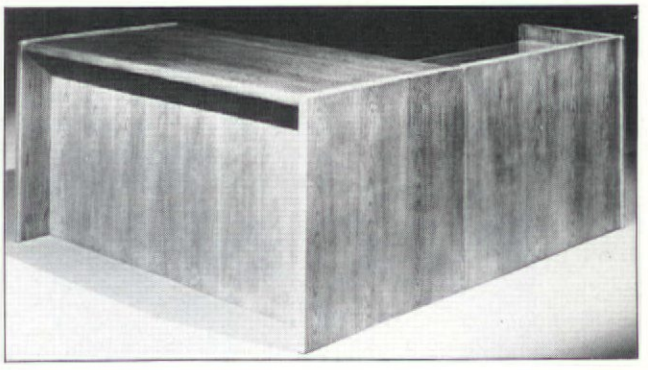
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CEILING LOCKS IN COLOR

The Lock-In Vee panel system ceiling from Levolor Lorentzen is open linear design made of lightweight aluminum. Panels are 3¼-in. wide with custom-cut lengths. Applications include interior and exterior ceilings, walls, fascias, and soffits. Available in more than 100 colors, metallics.

Circle 322 on reader service card



FULL PANELS SUPPORT WOOD DESK

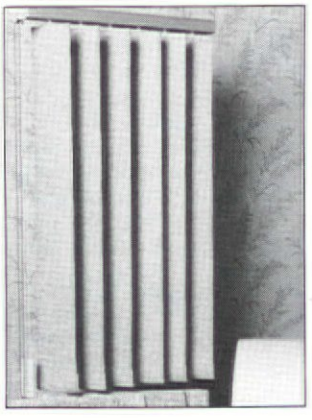
The Hoosier Desk Co. offers oak or walnut veneer in the 1000 desk series. Full length panels support rectangular top in this line for the contemporary office.

Circle 318 on reader service card

ALUMINUM INSULATES DECORATIVE PRODUCTS

Thermodecor, an Enertec Systems Inc. line, incorporates insulating qualities into wallcoverings, ceiling tiles, blinds, and radiator reflection foils. The products reflect infrared heat normally absorbed and lost through conventional surfaces. The insulating product material is thin aluminum coated with an infrared dye.

Circle 323 on reader service card



LEATHER COVERS SEAT

Executive RIO upholstered swivel chair has an exposed wood frame in rosewood or teak finish. Five-prong base supports high-back construction. From R.S. Furniture Inc., Canada.

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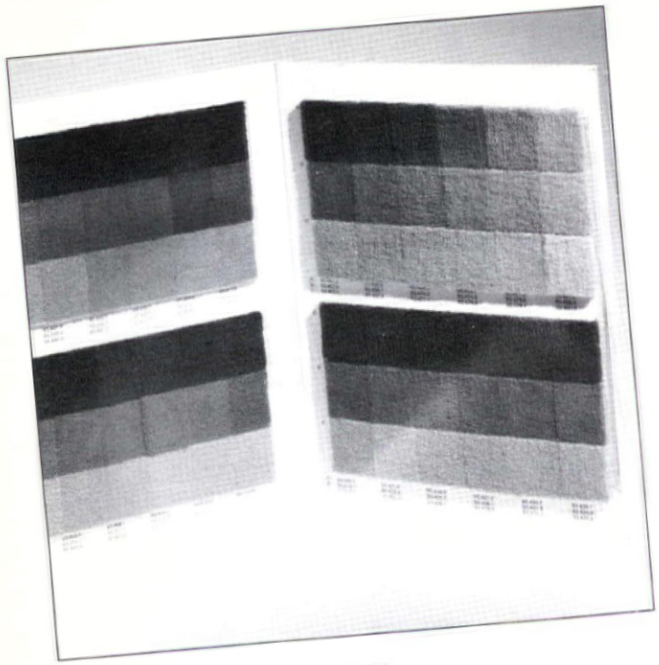
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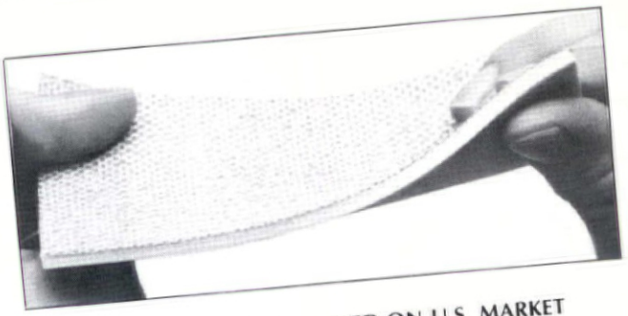
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CARPET LINE ADDS 36 COLORS

Mira-X carpet manufacturers expanded a domestically produced line to 86 colors. The carpet is manufactured on a 1/16 gauge cut pile machine, using a fine count two-ply ANSO IV yarn for wearability.

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WALLCOVERING NOW COVERED ON U.S. MARKET

Foam-padded polyester Sempatap wallcovering insulates walls thermally and acoustically. A Swiss-made product of Ebnother AG, Sempatemp is constructed of porous cells. Sempatap may be covered with any fabric, wallpaper, or paint. Available in 40-in.-wide rolls.

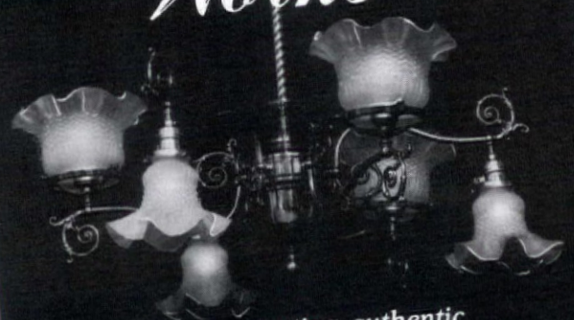
Circle 335 on reader service card

NU-KANE FABRIC HAS LOOK OF CANE

Nu-Kane, from Wendell Fabrics Corp., provides the look of cane in a woven fabric of woodpulp-based strips. Supplied in natural wood color, Nu-Kane is available in a variety of weaves and may be finished for almost any decorative effect. It comes in 54-in. widths on rolls, or in precut shapes. Applications include chair backs and arms, table tops, desks, drawer fronts, partitions, and wallcoverings.

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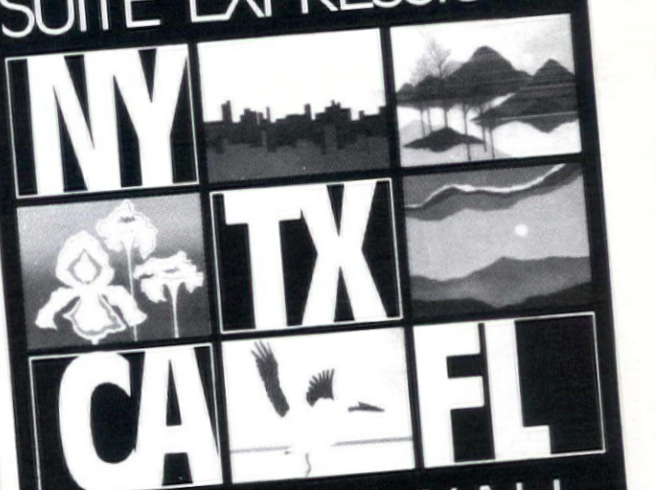
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SUITE EXPRESSIONS



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COAST TO COAST

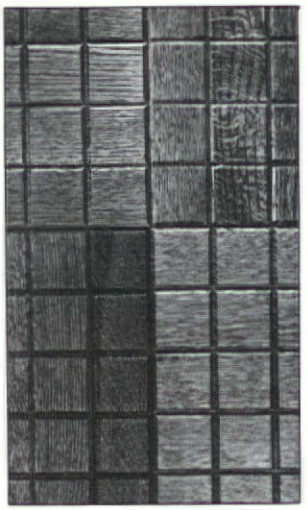
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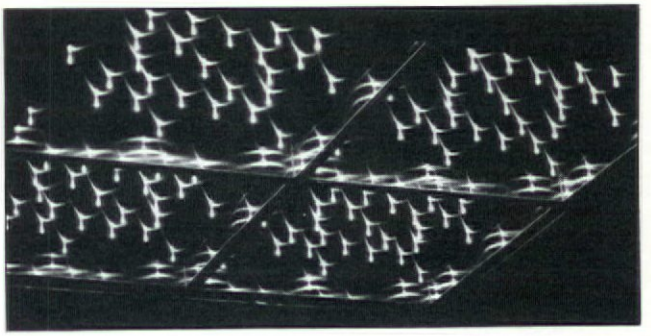
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FLOORING ETCHED VIA COMPUTER PROGRAMS



The Computer Collection from Michael Anthony Studios consists of custom parquet floor designs, with each pattern copyrighted. Pattern sequences are determined by mathematical translation of blueprints into a programming device for etching machinery. The etching process is completed in 20 seconds. Wood tiles are pre-cut, tongue-and-grooved, etched, and hand-finished. Tiles come in two thicknesses.

Circle 331 on reader service card



COFFERS OFFER REFLECTIVE LIGHTING

Mirrored gold coffers reflect lights in Neo-Ray Products Inc. 24-volt systems. Lamps draw one watt of power each and have a 20-year life expectancy.

Circle 313 on reader service card

PANEL SYSTEM HINGES ON FLEXIBILITY

The SM-2 panel system from The Trendway Corp. includes hinges which provide stability in curved or straight configurations. The system has curved glass, fabric, and hard surface panels available. Fully integrated electrical wiring system is accessible from both sides of individual panels. The panels suit open plan environments.

Circle 332 on reader service card



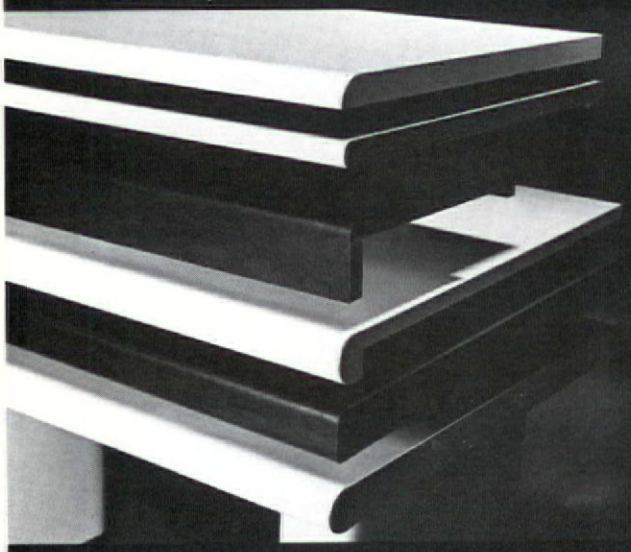
EASY AS A, B, C, G

G-Chair, from Rykken & Co. A/S, is letter G-shaped from laminated wood and molded polyurethane foam. Easy chair offers traditional seating style or balance seating on knees.

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Shapes for the '80's

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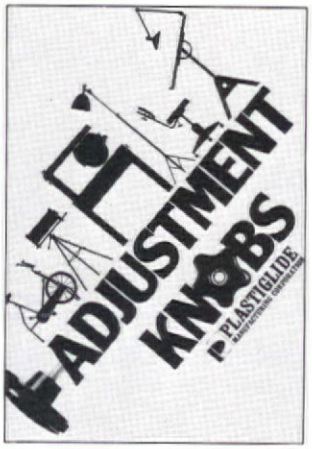
Distributor Inquiries Invited

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CATALOGS & BROCHURES



Linen and wool wallcoverings are swatched in a sample book from Wolf-Gordon Vinyls Inc. The European Collection line is class A fire-rated.
Circle 307 on reader service card



Catalog illustrates line of adjustment knobs for chairs, tripods, drafting tables, and other products. From Plastiglide Manufacturing Corp.
Circle 309 on reader service card

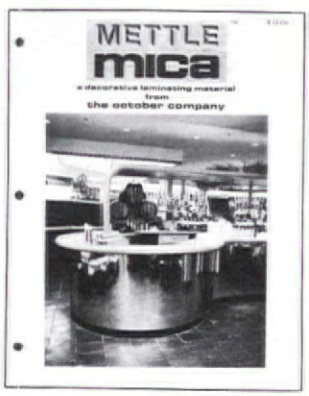
Metalized plastic wallcoverings from Coburn Corp. diffract light, resist scratching, and retard flame. Color brochure shows application.
Circle 297 on reader service card

Accessibility standards for barrier-free design and their use with Tubular Specialties products are explained in a pocket guide on request.
Circle 298 on reader service card

Four-color brochure describes GL and ISO marble and suggested uses. From Tecnomarmi Maiera, represented in North America by Marble Technics.
Circle 299 on reader service card

Signs and logos reproduced on wood are specialties of Paintin' Place. Picture packages of sample work and a price list are available.
Circle 300 on reader service card

Anodized aluminum laminate in six finishes comes in 24-by 48-in. sheets. Known as Mettle Mica, made by October Co., the material is described in company booklet.
Circle 306 on reader service card





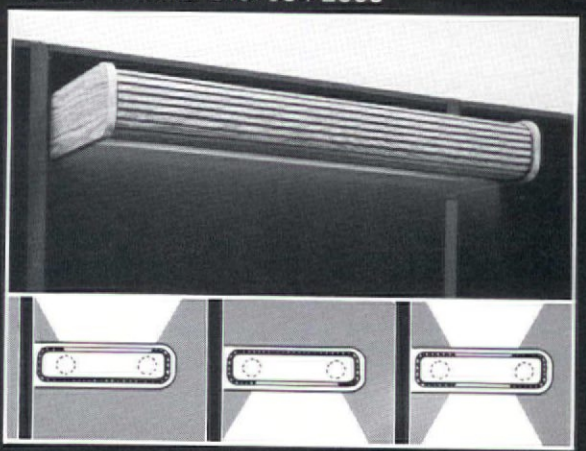
Liftex Inc. color brochure lists company capabilities, facilities, and services for industrial sewing in the contract market. Photographs illustrate sample products.
Circle 308 on reader service card

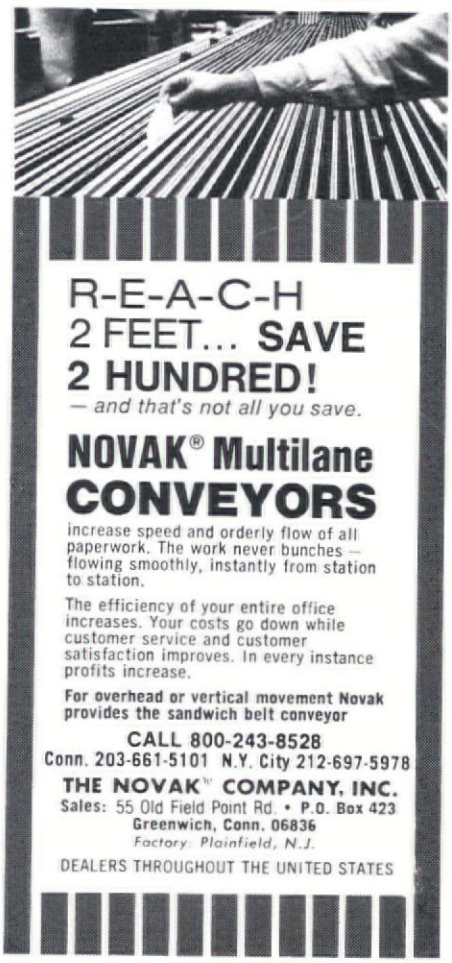
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We are IBD 1981 Gold Medallion Winner and Best of Competition.

Our marketing position has been stack chairs in metal - thermoplastic or upholstery, to save time, labor and space through products incorporating all six essential features for wherever people sit to eat, meet, wait, train or work.

Our Astro Classic stack-gang chair is celebrating its 20th anniversary having sold 4,000,000 and still popular at 4,000 per week in 10 varieties and colors including side, arm, tablet models with 4-leg or sled-leg versions.

We entered the office seating market with our Maslan 9000 group in 10/78 and the Maslan 9000 Lounges 1/79.

Our direction is now more oriented to the interior designer, architect and office-contract dealer.

Look in Contract Magazine for full page advertising in May, June, September, October and November for our NEOCON XIII introductions of:

1. "d chair" our next classic stack-gang chair in 16 high gloss designer shell colors. Adjusts to each person for static-posture or dynamic-motion comfort. Side or arm stack chairs and right or left flip down tablet chairs with arms.
2. "discovery in office seating systems" is the new 5th generation adjusting to any person in static-posture or dynamic-motion comfort. Encompasses a total program of 26 models of chairs for a person of any size or status from clerk to board of directors. Winner of the 1981 Stuttgart Design Award.
3. "SIT-STAND" IBD 1981 Gold Medallion Winner and Best of Competition. Reduces fatigue, tension and errors wherever people stand to work.

Due to our past, present and anticipated growth we are reorganizing our company and especially the marketing department. We will promote from within and/or hire the following positions which all require residing in the wonderful Kansas City area:

1. Marketing Manager - one of five top managers that run this company and manage the sales, customer service and inside marketing service departments
2. National Sales Manager - reports to the Marketing Manager and is responsible for 22 full time District Sales Managers plus 4 Rep organizations
3. National Account Manager - to establish in each of 26 territories one or more special repeat accounts to be sold through our dealer distribution
4. Export Manager - to determine our best markets and build foreign sales to 10% of our volume within two years
5. Office Products Manager - capable of establishing a marketing communication plan and a positioning in the office markets without interfering with our: stack and training chairs; dining, stack and conference tables; lounges and tandems
6. Product Development Engineering Manager - knowledgeable in metal tubular, thermoplastic, upholstery and laminates to design and develop commercial furniture in advanced design.

Salaries are open with excellent benefits and trust funds. Please do not phone. Send confidential resume or letter stating your qualifications and work experience to my attention marked "personal".

Norman Polsky, President

SHOWROOMS: KANSAS CITY • Merchandise Mart — CHICAGO • World Trade Center — DALLAS • A & D Building — NEW YORK CITY • BALTIMORE

RATES: A standard classified ad costs $52.00 per column inch. Estimate a column inch as 37 characters per line, 7 lines per inch, including headline and address. Please specify whether it is a signed ad or a blind box number. Add $5.00 to the cost if a box number is used. Payment with order is required for insertion of classified. Send ad and check to: CONTRACT, Classified Ad Dept., 1515 Broadway, 24th Floor, New York, NY 10036. **DEADLINE:** 1st of the preceding month. **REGULATIONS:** Classified ads may be used for help or situations wanted; salesmen, reps, or lines wanted; business for sale; and any used or odd-lot products or closeouts for sale on a one-time basis. Classified ads may not be used for extensive product descriptions; customer solicitation; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising. Publication reserves the right to reject, delete, or re-word copy that is contrary to regulations.

SITUATIONS WANTED

PARTNERSHIP-PRINCIPAL

Extensive experience in all aspects of Interior Design Business. Top Professional seeking opportunity of responsibility on challenging projects. Presently-Pres. & Gen. Mgr. of mid size professional firm, Formerly-Mgr. Corporate Facility Space Planning & Interior Design Group & Chief Interior Designer for large Architect's firm. Highly experienced in admin., sales, fee's, design, production, supervision, etc. Exceptional credentials. Willing to relocate. Reply P.O. Box 504, Westport Conn. 06880.

FOR SALE

CHALK & TACK BOARD MANUFACTURING PLANT—

Located in central city with access to all major markets. Also distributes library, office & school furniture. $800,000 sales. A profitable, well-established company, perfect for owner/manager. $200,000 selling price. Possible owner financing to qualified buyer. Contact Jim Whiting-VIRGINIA BUSINESS EXCHANGE, P.O. Box 1459, Richmond, VA 23212 (804)643-2400.

SERVICES

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Unique program developed by MERGEX INC. and DUNN AND BRADSTREET accesses over 4 million privately held companies who may be candidates for merger or acquisition. Today's requirements for new technologies and increased market penetration may make this method of business development your quickest and least expensive integration procedure. For a free brochure on MERGEX'S brand new acquisition search services please contact us by phone or letter. All inquiries will be held in strict confidence. Product Crafters Incorporated, 646 Highway 18, Suite 211, East Brunswick, NJ 08816, Att: Jared March (201) 238-1470

REPRESENTATIVES WANTED

SALES REPRESENTATIVES for casual furniture company catering exclusively to the "contract" market. We represent twenty-one manufacturers nationwide, who produce the finest outdoor furniture available today. Opportunity for self-direction and growth with a company who takes pride in its product. Call or write: The Great Outdoor Furniture Factory: Drawer 2065; Sedona, Arizona 86336 (602) 282-9530.

REPS WANTED

Reps wanted for finest package of lines in country: Case goods for Hotel/Dorm/Healthcare; Upholstered chairs, sofas, sleepers; Contract bedding for Hotel/Dorm/Healthcare; Wall-mounting, portable, and floor lamps in standard and custom finishes; Exposed wood frame tub chairs, lounge chairs, desk chairs, and tables; Rattan and wicker chairs, sofas, tables, headboards; Fine art graphics, custom designed and colored. All lines are specifically cataloged for the Contract market, with an ample supply of catalogs guaranteed. If you are a young rep struggling to make it, this is the platform you've been waiting for, complete with established accounts and leads generated from Hotel shows, Dorm shows, magazine ads, lead services, etc. Coverage needed for Upstate NY, Western NY, Western PA, West VA, Virginia, Long Island, NY. Box 170 CONTRACT, 1515 Broadway, New York, NY 10036.

Experienced representatives wanted by manufacturer of work-stations, partitions, cabinets. Several territories open. Reply to: **ROCKAWAY METAL PRODUCTS CORP.,** 175 Roger Ave., Inwood, NY 11696.

REPS WANTED

Rapidly growing manufacturer of extensive line of laminated office furniture needs representation in the following territories: AZ, NM, UT, CO, ID, WY, also ND AND SD, IA, MN, OH, MI, KY, IN, and WV. For more information contact: Sales Manager, L. U. I., 2720 Sisson Street, Baltimore, MD 21211 (301) 889-5553.

MANUFACTURERS REPS WANTED

Rapidly growing multi-division company seeks reps with merchandising experience to call on dealers, distributors, designers, decorators and other related markets for national distribution of high quality furniture case goods. Emphasis on high level showroom and decorators. Send resume of lines carried and territory covered to:
ABi
2521 N.W. 17th Lane
Pompano Beach, FL 33060.

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THE MARKETPLACE offers you an audience of over 27,500 commercial interior architects, designers, furnishers, specifiers, planners and dealers.

DEADLINE: First of the preceding month.

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To place your ad in **THE MARKETPLACE,** just fill out the coupon below, enclose a check for the full amount, and mail to:
Classified Ad Manager
CONTRACT MARKETPLACE
1515 Broadway, New York, N.Y. 10036

Please run the attached ad(s) in the next issues(s) ____ of CONTRACT. I am enclosing a check for $_____.
☐ This includes $5.00 for a blind box number.

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Organization_____
Address_____
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REPRESENTATIVES WANTED

PROFESSIONAL SALES EXECUTIVES

American businesses are looking for ways to reduce operating costs. A fast growing, but overlooked area is Administrative Operations. To assist prospective clients in managing their businesses better we have developed a unique financial approach to the marketing of Office Interior System.

We are looking for Salespeople to contact Fortune 1000 Corporations in Manhattan and New Jersey. Previous experience in penetrating and handling major accounts is a must. All positions offer an attractive compensation package plus full range of benefits. First year package for top performers is $40 - 50K. Please send resume, including salary history, in confidence to: **E. F. Hauserman Company, 489 Fifth Avenue, New York, NY 10017. Attention Dept. G.**

SEEKING HIGH POWERED INDIVIDUAL TO REP OUR LINE IN OHIO, MICHIGAN, NEW ENGLAND, MONTREAL, TORONTO ESTABLISHED MANUFACTURERS OF DESK ACCESSORIES IN LEATHER, OAK, WALNUT AND VINYL. IF INTERESTED PLEASE REPLY TO BOX 173, CONTRACT, 1515 BROADWAY, NEW YORK, NY 10036.

SALES REPS WANTED

Reps wanted in New York City, Upper New York State and various other territories. Established manufacturer of institutional lounge furniture with full marketing program directed towards college and universities and mental health/mental retardation applications. Contact:
William L. Weissman
Modu Form, Inc.
P.O. Box 400
Fitchburg, MA 01420.

EBCO — Ebenreiter Woodworking Company, Sheboygan, Wisconsin has an opening in the Seattle area for an individual with a proven track record in contract sales to sell its complete line of hotel/motel, residence hall and health care case goods. Reply: Department M, 1221 Erie Avenue, Sheboygan, WI 53081, (414) 458-8731.

MANUFACTURERS REPS

Needed nationwide to represent high quality Charvoz/Dauphin Office and Contract Seating Systems. Send particulars about your organization to: Andrew Kimm, National Sales Manager, Charvoz-Carsen Corporation, 5 Daniel Road East, Fairfield, NJ 07006, or call 1-800-631-1186.

CULTURED STONE ACCESSORIES Manufacturer seeks Reps for: 1. Top Quality DESK ACCESSORIES for executive offices. 2. PLANTERS, CUBES etc. for OFFICE, HOTEL, RESTAURANT. 3. PLACEMATS, COASTERS for elegant Hotel, Restaurant, Club and Executive Dining. BRD. Box 2268 Long Island City, NY 11102 - (212) 728-6093

Bradley Lamps one of the nation's oldest and most respected names in portable lighting is now revising its national sales force in the contract market. Many territories are available. Please send your resume including lines currently carried and references to
James Borowitz
President
412 No. Orleans St.
Chicago, Ill. 60610

REPS WANTED

Real wood counter-top manufacturer of custom oak and maple tops for reception areas, bar tops, table tops, display areas, desk units or wet bars, etc. Esthetic wood counter-top material for architects, designers, and specifiers. Send resume of lines carried and territory covered to BLOCK TOPS INC. 1350 N. Hundley St. Anaheim, Calif. 92806 (714) 632-9010

YOUR AD HERE WILL GET RESULTS

REPS WANTED

Quality wood office furniture manufacturer is looking for self-motivated, ambitious, bright salesperson located in Minneapolis. Ideal position for designer interested in switching to sales. Send resume to Risom/Marble, 11-112 Merchandise Mart, Chicago, IL. 60654.

HARDWOOD RESTAURANT TABLE REP WANTED: Manufacturer of elegant hardwood plank style restaurant tables is seeking aggressive and experienced reps to call on restaurant supply houses, dealers, designers and specifiers. Reply to Martha Marsh, Superior Woodcraft, Inc., R#1, Box 8, Union City, MI 49094.

SALES REPS

Systems company with new, complete product line seeks reps for all areas. Exciting line with tremendous potential seeks aggressive people for ground floor opportunity. Send resume to Box 172, CONTRACT, 1515 Broadway, New York, NY 10036.

MANUFACTURER'S REPRESENTATIVES WANTED FOR PROFITABLE LUMINOUS CEILING LINE (Individuals or companies). A few selected territories are available nationwide. You must be oriented toward calling on architects and interior designers to develop specifications and sales. A background in design is helpful. Send full resume. Box 164, CONTRACT, 1515 Broadway, New York, NY 10036.

REPS WANTED

Manufacturer of Complete Electrical Systems to Panel Partition Manufacturers seeking aggressive representation in all territories. We are unique in our approach to specific customer requirements. Our technical assistance in designing top quality, low-cost systems is unequalled. We offer the most comprehensive, versatile and fully modular system available. Box 168, CONTRACT, 1515 Broadway, New York, NY 10036.

HELP WANTED

MANAGEMENT OPPORTUNITIES ($30-$100,000)

20 yrs. exp. in the Search and Placement of mid to upper level executives on a national basis. Our nationwide clients seek Sales and Marketing Managers, Manufacturing and Engineering Executives, V.P.'s and Presidents with Contract Furniture experience. Client co's assume all costs. Contact in strictest confidence: FRED ROSE, Contract Dept., COOK ASSOCIATES, INC., 35 E. Wacker Dr., Chicago, IL 60601. 312/263-1119.

TERRITORIAL MANAGERS

The fastest growing wood office furniture manufacturer in the country has an opening for territorial managers in the following locations: San Francisco, Seattle, Chicago, Washington, D.C., Atlanta and Florida. Must have extensive industry experience, with strengths in open office systems, management principals, and business development. Good salary with incentives, plus outstanding benefit package to the right individual. if you qualify, send resume to: Box 176,

CONTRACT,
1515 Broadway,
New York, NY 10036.
All inquiries held in strictest confidence.

INTERIOR DESIGNER/ SALES PERSON

Free-lance (or small firm) interior designer wanted to represent national graphics/ acoustical products manufacturer on part-time basis. Would use design ability and background in promoting the versatility of the product line. Exciting products - excellent commissions. Open territories include Chicago and Kansas City. Please indicate your interest with a photo.
Box 174,
CONTRACT
1515 Broadway
New York, NY 10036.

INTERIOR DESIGNER with proven managerial capability. Must be experienced in restaurant, lounge and hotel-motel fields and with ability to assure architectural integrity of projects. Appropriate degree desired. Starting salary $33,586 plus excellent benefits. Not civil service. Submit resume to
Civilian Personnel Office
12DPCN
Randolph AFB TX 78150.

CONTRACT FURNITURE DEALER HOUSTON, TX

We're looking for people with some experience in sales and design to sell multitude of lines including open office systems in the Houston Marketplace. Highest commissions in the industry. Opportunities for management growth. Send resume to Joe Fallacara, Total Office Furniture, P.O. Box 19863, Houston, TX 77025, or call (713) 461-2345.

HELP WANTED

DISTRICT SALES MANAGER WANTED

Manufacturer of executive open-plan system and case goods seeks company rep for Colorado. Excellent opportunity for system experienced individual. Other select territories open. Send resume to: Group Artec, a Division of Kimball International Inc., Attn: Ronald J. Werner
National Sales Manager
P.O Box 460
Jasper, IN 47546.

FURNITURE INDUSTRY PLACEMENT SPECIALIST - DAN LEVY specializes in the placement of people in the wood-working and Contract Furniture industry. Dan's the man to see whether you are looking for that next career move or for that "Mr. Right" to fill an opening with your company.
DAN LEVY, MANAGEMENT RECRUITERS
16133 Ventura Boulevard
Encino, California 91436
(213) 986-6300

SALES MANAGER

Sales Manager wanted, completely versed in all aspects of system sales/total marketing and management for new systems manufacturer. Top person needed for top company. Send resume to Box 171, CONTRACT, 1515 Broadway, New York, NY 10036.

GROUND FLOOR OPPORTUNITY

National manufacturer, medium to high-end metal bases and chairs, sales $10 million plus, seeks reps to serve its expanding markets. Applicants must specialize in calling on designers, architects, specifiers. Choice territories open. Send resume and lines carried to Director, Sales and Marketing, Box 175, CONTRACT, 1515 Broadway, New York, NY 10036.

PROFESSIONAL INSTALLERS of custom wood shutters and blinds . . . if you are a professional, OHline will refer you to install our prestigious products sold by designers in your area. Unlimited income potential. Competent installers are in demand all over the United States. To get started, call or write Milt Rudd, Sales Manager, OHline Corporation, 1930 West 139th Street, Gardena, CA 90249. (213) 770-0760.

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Major U.S. Upholstery Corporation in the furniture and automotive trade is looking to enter Contract Fabric Market.

Candidate should have Marketing and Sales background, with product development skills.

Compensation commensurate with experience.

Please send resume to:

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Innovative, Design Oriented Manufacturer of Office Accessories needs special person. Call on specifiers at major corporations, architectural, space planning and furniture dealer firms and work with a nationwide network of manufacturers' representatives. Position is vital part of management team. Reports directly to the President. Substantial compensation package. Send resume in confidence to:

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